NEW WORLD PAYPHONES

NEW COMMUNICATIONS KIOSK

Overview and Specification

August 2024

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“For those without access to a landline or working mobile, or in areas with poor mobile coverage, a public call box can be the only option for making calls to friends and family, helplines and, crucially, emergency services.”

(Ofcom)

1. Introduction

Public telephone kiosks provide a necessary public service, the growth of mobile communications notwithstanding.

They provide a communication safety net for people without access to a landline or mobile phone, including to services like the Samaritans, Shelter, Crisis, St Mungo’s, Centrepoint, Refuge and Childline, and the emergency services. For such users, they represent a vital lifeline. Retaining a level of such service provision is therefore essential.

“For those without access to a landline or working mobile, or in areas with poor mobile coverage, a public call box can be the only option for making calls to friends and family, helplines and, crucially, emergency services.” (Ofcom)

The Applicant’s existing kiosk network was installed in the mid-1990s. The kiosks are therefore tired looking and outmoded in telephony terms, factors which have undermined their utility.

The National Planning Policy Framework chapter 8. Promoting healthy and safe communities states, “Planning policies and decisions should aim to achieve healthy, inclusive and safe places” (para.96), and para.135 states, “Planning policies and decisions should ensure developments: f) create places that are safe, inclusive and accessible and which promote health and well-being.”

Therefore, the above-referenced retained public telephone service provision needs to be fit for purpose and modernised, to provide equal inclusive access to communications services for people otherwise excluded or marginalized.

At the same time, reflecting changing user needs and technological and market developments, the functionality of telephone kiosks has evolved to include greater service flexibility, including commercial aspects.

Responding to the above context - that kiosk use has declined, but that retaining a level of such service provision is essential, that such provision needs to be fit-for-purpose and modernised, and that the functionality of kiosks has evolved to include greater service flexibility – the Applicant has developed a New Communications Kiosk.

The New Communications Kiosk is manufactured in the UK by Amscreen at their factory in the north of England. Established in 2000, and with over 12,000 displays rolled out, Amscreen is an established UK-based global leader in the display sector.

2. Rendered views of New Communications Kiosk

3. Key Features - Overview

Reflecting changing user needs and technological and market developments, the New Communications Kiosk is multi-functional with the following key features:

- Instantly recognisable yet modern design, including curved canopy roof, Telephone signage, and side glazing panel;
- Inclusive, accessible and safe open plan design - Purposefully ‘open plan’ layout to enable unfettered access for all users including the accessibility impaired, and to help eradicate anti-social behaviour sometimes associated with kiosks;
- New telephone equipment, which accepts cash payment and credit/debit card;
- Interactive wayfinding and public information capability, via the portrait touchscreen display;
- Equipment for the provision of public wireless telecommunications services;
- Defibrillator;
- On reverse side, a 1635mm H x 925mm W digital display for advertising purposes, including Council public information, public health information, and emergency incident messaging

4. Key features - Instantly recognizable yet modern design

With the New Communications Kiosk, the objective was to create an instantly recognisable yet modern kiosk; recognisability linking directly to utility.

This is a key attribute of the proposal given that other modern kiosks are not readily identifiable as telephone kiosks.

To this end, the Applicant pursued a traditional approach with the design, drawing appropriate influence from UK kiosk design heritage.

5. Key Features - Design and utility endorsement

The New Communications Kiosk is a contemporary, aesthetically pleasing design that represents an improvement on the existing kiosk functionally and visually.

To right, see the Development Control endorsement of the New Communications Kiosk in terms of its design and utility.

As demonstrated, the design and utility merits of the proposal are widely recognised. The New Communications Kiosk is consented in 60 Local Authorities across the country including 31 of the 33 London Boroughs, including the City of London, Westminster, Camden, Royal Borough of Kensington and Chelsea, Richmond upon Thames, Hammersmith and Fulham, Wandsworth and Ealing, to name a few. Around 520 New Communications Kiosks are consented in cities across the country.

Royal Borough Kensington & Chelsea (APP/K5600/W/17/3190377)
"26. The new kiosk design, while modern in function draws influence from UK telephone kiosk design heritage. This appears to be the case with regard to the roof shape and glazed side panel. These design features and particularly the incorporation of the 'telephone' signage to each side of the roof, would clearly indicate its principal purpose and function, despite the advertisement panel to the rear. While … it would have a broader frame than the existing kiosk, its open design contrasts favourably with the existing enclosed kiosk. Taking these factors as a whole, as well as the broadly similar dimensions of the two kiosks, the replacement would not be significantly more visually prominent than the existing kiosk. 27. The replacement of the unsightly kiosk with a new kiosk of more modern and open design would be an improvement to the area's appearance. The black colour scheme would integrate visually with other forms of street furniture of a similar colour, notably the nearby equipment boxes and frame of the bus shelter on the opposite side of the road."

Camden Council (Appeal Ref: APP/X5210/W/ 20/3253908)
16. *"The design incorporates a roof and a side panel which would provide shelter from the elements for customers whilst retaining two open sides to allow access for those with a mobility impairment and improve natural surveillance. 17. In association with the removal of the existing kiosk the replacement one would not significantly affect the sense of spaciousness, nor, given its setting against more modern buildings and shop fronts, would its simple, modern design incorporating elements referencing traditional kiosks, detract from the character and appearance of the site and the surrounding area."*

Royal Borough Kensington & Chelsea (LPA Ref. PP/22/00696)
"6.5 The proposed kiosk would be taller, but of narrower footprint, than those to be removed. The design of the new structure includes some elements of more traditional 'phone box' design and appearance, and in terms of their design they are less obtrusive and more sympathetic within the street scene than the existing boxes. The existing kiosks … contribute negatively to the streetscape and street scene visually, but even without this factor, the new structure would individually amount to an improvement over the ones to be removed."

London Borough of Richmond upon Thames (LPA Ref: 23/1552/FUL)
"The proposed kiosk is much slimmer that the existing kiosk and is considered an improvement on the existing situation."

London Borough of Hillingdon (APP/R5510 /Z/16/3157043)
"The new kiosk would introduce a more appropriate, modern feature and in this respect it would improve visual amenity".

Westminster City Council (APP/X5990/W/17/3182187)
"10. The proposed kiosk would be more modern in appearance than the double kiosk that is currently positioned on the site. It would be finished in black colour and so would assimilate well into the street-scene. It would have a more contemporary appearance in relative terms, but not so contemporary that it would be to the detriment of the overall character and appearance of the immediate locality. Furthermore, its open sided design would have the effect of minimising its scale and dominance when viewed from public roads. 11. The screen to the rear would have the effect of breaking up the rear elevation of the kiosk. 14. In design terms, I consider that the new kiosk would appear as a more up to date and aesthetically pleasing structure when viewed in the street-scene. In this sense, it would lead to some improvement to the overall setting of the listed statue and the Conservation Area. 21. The kiosk would include additional functionality and not all people have a mobile telephone. 23. The kiosk would perform a public function. 24. The proposed kiosk would include mapping functionality which may be of benefit for tourists. It would also include telephone use, public Wi-Fi capability and advertisement space including urgent messages that could potentially be displayed by the Council. Furthermore, its open sided design would enable ease of access for wheelchair users."

Westminster City Council (APP/X5990/W/17/3182287)
"11. Overall its scale is similar to the existing kiosk, and its design has regard to more traditional K6 phone boxes in terms of its slightly domed roof and the fenestration pattern on the side panel. The existing phone box appears bland and dated. The proposal would therefore represent an opportunity to improve and, due to the wayfinding screen, modernise its appearance in keeping with the commercial character of this part of Bayswater Conservation Area."

6. Key features - Inclusive, accessible, and safe ‘open plan’ design

The New Communications Kiosk is purposefully ‘open plan’ in order to:

- Enable Inclusive unfettered access for all users, including the accessibility impaired; and
- To help eradicate anti-social behaviour sometimes associated with kiosks via the natural surveillance provided.

The New Communications Kiosk complies with the latest Inclusivity standards for public telephone kiosks, contained in British Standards BS8300-1:2018 and BS-2:2018.

The overhead canopy roof and glazed side panel provide users with shelter from the elements and shielding from road noise alongside.

Internal overhead courtesy lighting illuminates the Kiosk interior after dark.

The Kiosk footprint is just 0.41sq.m, half that of the existing kiosk.

A Management Plan is in place for the New Communications Kiosks, covering inspection, cleaning and maintenance activities. This was prepared in consultation with Metropolitan Police Design Out Crime Officers. It would be extended to the New Communications Kiosks as proposed.

7. Key features - New telephone equipment

New public telephone equipment, which accepts cash payment and credit/debit card.

Vandal resistant alphanumeric keypad.

Armoured cord handset with internal steel lanyard and inductive coupling for users wearing hearing aids.

Telephone controls located at an accessible height for disabled users (1060mm), in accordance with British Standards BS8300-1:2018 and BS-2:2018.

Equipment features remote diagnostics and monitoring capability.

How to operate instructions and important phone number information located above the telephone equipment.

8. Key features - Interactive Wayfinding and Public Information Display

Contains:

Local Area Map with Points of Interest (POIs)
Map showing Kiosk location and 5, 10 and 15 min walk radius lines and Points of Interest (POIs). POIs gathered from API based on pre-identified categories.

Points of Interest information card
Provides details about the POI; address, opening hours, contact info. May include a QR code that can be scanned by mobile device enabling turn-by-turn directions shown on the device.

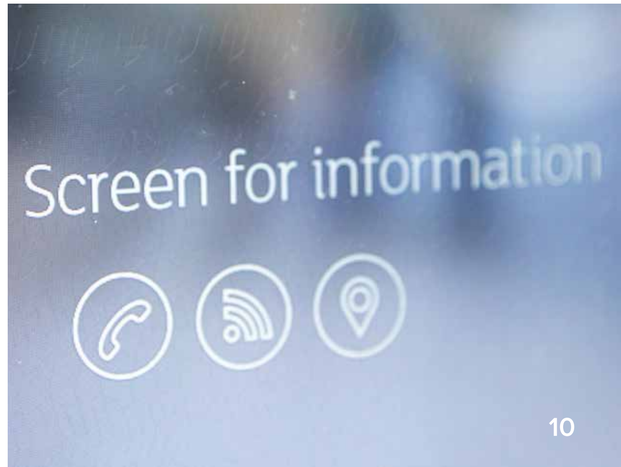
Emergency Numbers
These include telephone numbers for the Police, Ambulance service, and Fire Service.

Need Help button
Includes information and contact details for support services including for abuse and addiction, eg. The Samaritans, Childline.

Accessibility button
When pressed, this lowers the interactive buttons on the display for easier access.

‘How To Use The Phone’ instructions

Additional applications can be added to enhance the offering.
Sessions timeout after a period of inactivity.



9. Key features - Equipment for the provision of public wireless telecommunications services

Contains equipment for the provision of public wireless telecommunications services.

Public wireless telecommunications services, including small cells, help address connectivity demands in busy urban areas, in particular where demand is highest and where installing other antennae is difficult.

The New Communications Kiosk can accommodate 4G/5G small cells, with the capacity therefore to improve local cellular coverage and capacity.

10. Key features - Defibrillator

There are more than 30,000 out-of-hospital cardiac arrests in the UK each year and currently less than 1 in 10 survive.

Without immediate intervention with a Defibrillator, most cardiac arrests are fatal.

Every minute without CPR and a Defibrillator, reduces survival chances by up to 10%.

A Defibrillator is used to give an electric shock to restart a patient's heart when they are in cardiac arrest. Its purpose is to restart the heart pending the arrival of the emergency services. Therefore, in the event of someone having a cardiac arrest, the order of events is to:

- Call 999;
- Start chest compressions; and
- Locate a Defibrillator.

More Defibrillators are needed. In London for example, there are around 7,000 registered defibrillators but if there were more, more people would receive life-saving assistance as quickly as possible, giving them better chances of survival.

NWP is partnered with the Community Heartbeat Trust (CHT), the charity working to support communities in the provision of Defibrillators. CHT were the originators of using telephone kiosks for defibrillator use.

Once installed, the Defibrillator would be registered on the national defibrillator network, known as The Circuit – the national defibrillator network, thereby ensuring its precise location is known to ambulance services.

11. Key features – Digital display

Integrated Digital display is for advertising purposes mainly, but also for Council communications (including Council public service alerts, local Election info, public health messaging), and Emergency incident messaging.

Telephone kiosks have for many years borne advertising typically in the form of a secondary application and, until recently, such advertising was included among those with deemed consent under the Advertisement Regulations. Such advertising however was an afterthought. Instead, the New Communications Kiosk includes this element as an integral part of the design.

As per established norms, the display would portray static advertising images that change every 10 seconds.

Display is a 1635mm H x 925mm W Liquid Crystal Display (LCD), recessed behind 9mm toughened laminated safety glass, in accordance with British Standards.

Display has an inbuilt sensor control system which adjusts display luminance to ambient light levels. It operates in full accordance with recommendations within the latest authority document on illuminated advertisements, namely ‘PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays’ (2023).

Comprehensive remote diagnostics monitoring system (RDM) and secure remote Content Management System (CMS).

50% less energy usage compared with previous generation displays.

11. Key features – Digital display: Advertising

Advertising is vital for economic activity. It communicates awareness of products, services, brands and programmes and their respective attributes and benefits.

It therefore informs the market, helps match buyers and sellers, thereby generating economic growth. In 2016/17, advertising added £120bn to UK GDP by raising the level of economic activity. On average, £1 of advertising spend generates £6 for the UK economy. The UK advertising industry is central to the UK creative industries. It employs the services of many creative industries; from music, fashion, film production and special effects, to animation, games and photography, and supports over 1 million jobs.

The UK outdoor advertising industry began transitioning to Digital In 2007. It did so because Digital advertising is significantly more flexible compared to previous formats and, therefore, significantly more effective. Having made the transition, Digital advertising is now part of the broader Digital economy.

Defining the Digital economy, the ONS publication 'UK Digital Economy Research: 2019' states, The OECD report for the G20 digital economy task force proposed an expansive definition of the digital economy to incorporate all economic activity reliant on digital means: *"The Digital Economy incorporates all economic activity reliant on, or significantly enhanced by the use of digital inputs, including digital technologies, digital infrastructure, digital services and data."* The OECD defines the digital economy as comprising five dimensions, including: digital products; non-digital products significantly affected by digitalisation; products that are digitally ordered; products that are digitally delivered; and digital products such as data. 'Non-digital products significantly affected by digitalisation' include *"advertising."*

The New Communications Kiosk with integrated Digital advertising display is therefore part of the digital economy, which is supported by the UK Digital Strategy (2022). The London Plan 2021 recognizes the digital economy *"is of ever-increasing importance, improving processes, opening up new markets, which supports the growth and evolution of all sectors in the economy."*

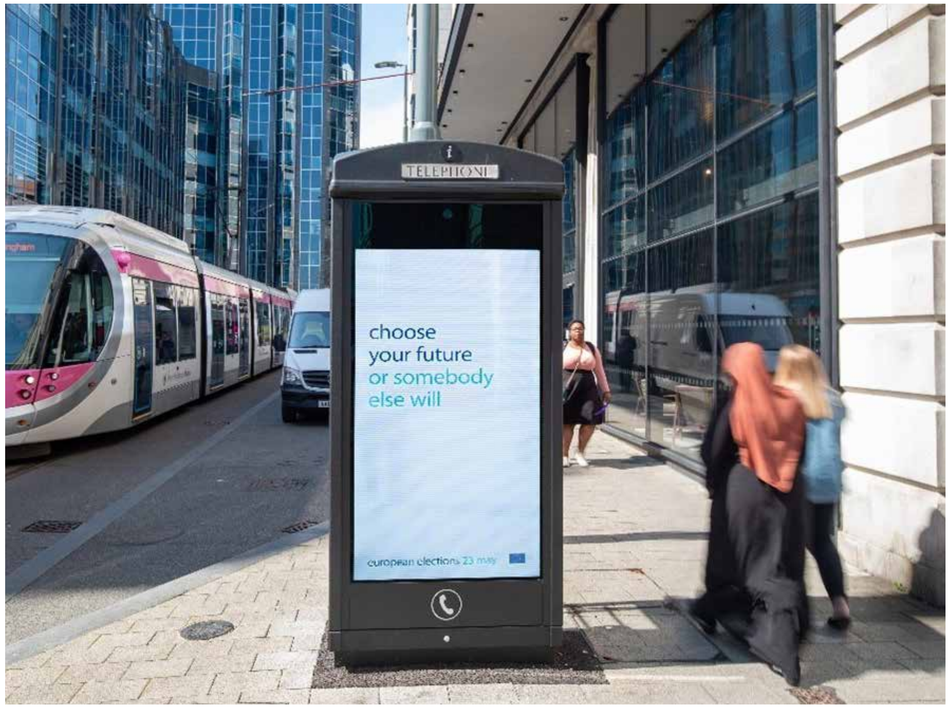
The Digital display is available to local SMEs at a discounted rate, to support the vitality and viability of the local area / centre.

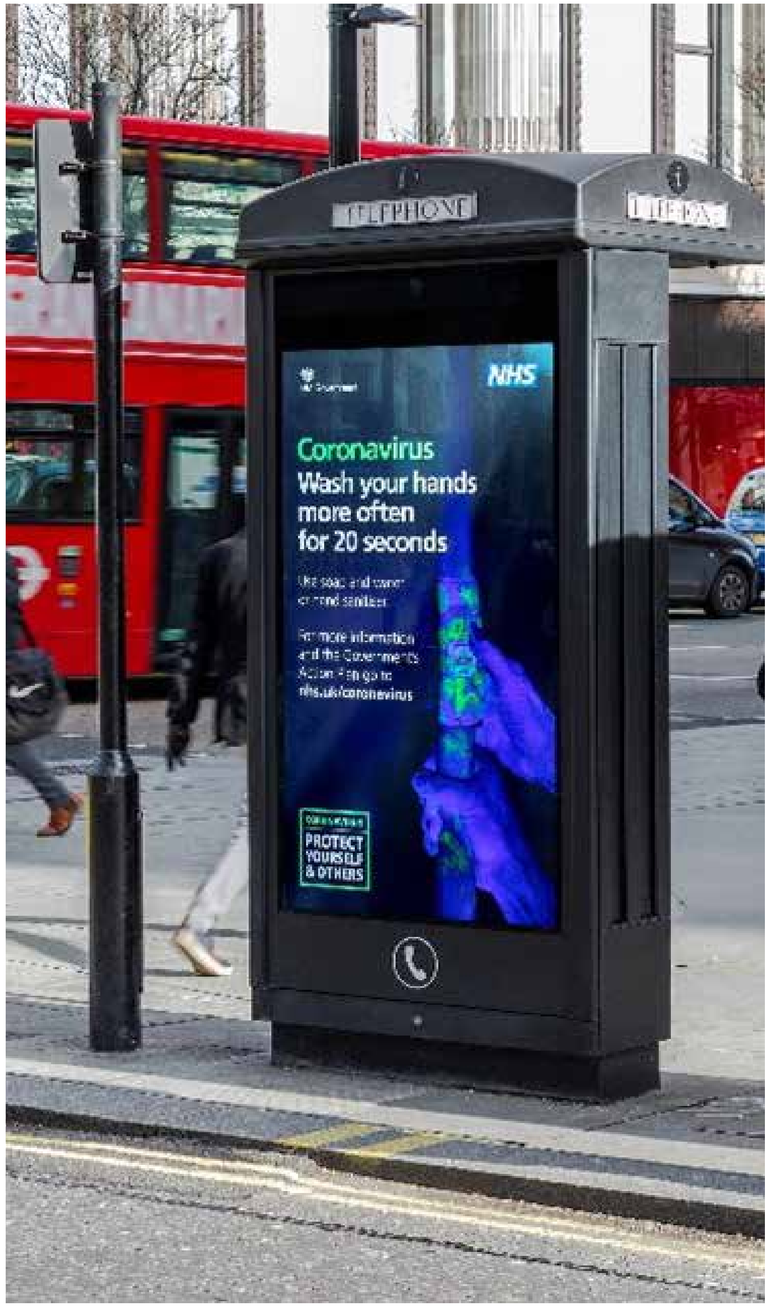
Via the Digital display, the New Communications Kiosk will contribute to Business Rates and thereby towards Local Authority services delivery.

Key features – Digital display: Council and other communications

In addition to advertising, the Digital display is available to the Local Authority for corporate communication purposes, for example, for Local Authority service announcements, Election notifications, public health messaging, and so on, at no cost to the Authority.

In addition, it can be utilized for Emergency incident messaging.



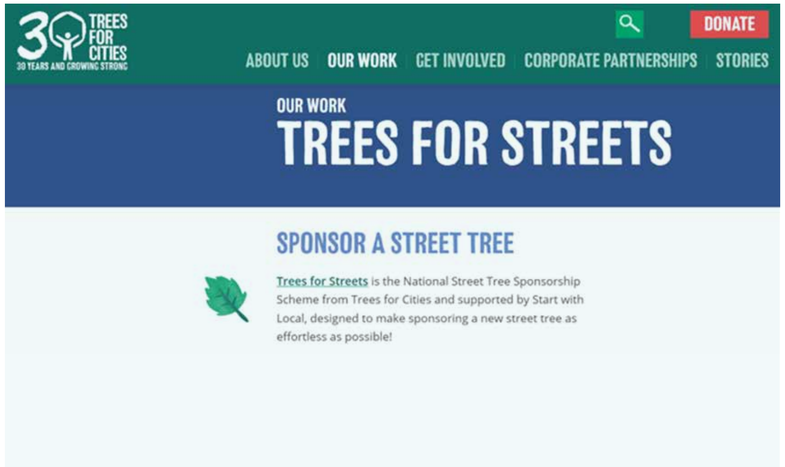


12. Trees for Cities

As part of its environmental commitments, the Applicant is partnered with ‘Trees for Cities’, the Lambeth-based charitable organisation working to create greener cities nationally and internationally.

Established in 1993, Trees for Cities is the only UK charity working at a national and international scale to improve lives by planting trees in cities.

In addition to the above-mentioned benefits, the proposals include the planting of Street trees in locations to be agreed with the Authority for each consented New Communications Kiosk, to be delivered by condition or agreement under Section 278 of the Highways Act 1980.



13. Specification

New Communications Kiosk: Dimensions
H: 2459 mm
W: 1096 mm
D: 756 mm

New Communications Kiosk: Structure and materials
Internal structure - Stainless steel
Cladding - Powder coated steel
Side panel - safety glass and composite material
Canopy roof - composite material
Ingress Protection - IP55

Glazing
Interactive Wayfinding and Local information display recessed behind 6mm safety glass

Digital display for advertising recessed behind 9mm toughened laminated safety glass

Colour
Powder coated, satin or matt finish
Colour RAL9005 Black

Digital display
Technology – Liquid Crystal Display (LCD)
Direct sunlight readable
Display Active Area – H 1635mm x W 925mm
Maximum luminance (full white) in darkness - 300 cd/m2
Maximum luminance (full white) in daylight - 3500 cd/m2. Only applicable in very bright ambient light conditions as and when detected by the display sensor control system

Installation
Adjustable bottom plinth to work with sloping / uneven pavements
Ducting for power, signal and earth protection

Inspection, Cleaning and Maintenance
A Management Plan is in place for the new communications Kiosks, covering inspection, cleaning and maintenance activities. This was prepared in consultation with Metropolitan Police Design Out Crime Officers. It would be extended to the new communications Kiosks as proposed.

Telecommunications
4G connectivity with roaming across multiple mobile networks
5G to be added when available
Fibre-optic

Electrical
Power supply – 220 to 240VAC, 50Hz single phase mains

Environmental performance
New communications Kiosk is powered by 100% renewable energy
Digital display consumes 50% less power compared with previous generation LCD displays

Compliance to Regulations, Standards and Certifications
Safety – CE, IEC/EN 60950-1
EMC - IEC/EN 55022 Class A, IEC/EN 55024, IEC/EN 61000-3-2, IEC/EN 61000-3-3
Environment - RoHS and WEEE compliant
Equality Act 2010
BS8300-1:2018 and BS-2:2018

Air quality monitoring
Given their roadside location within main built-up areas, New Communications Kiosks are ideally suited to air quality monitoring. This being the case, we are trialling air quality monitoring equipment within our street furniture, including New Communications Kiosks.

14. Digital display operation

As per the established norm, the Digital display would portray static advertising images that change sequentially, every 10 seconds. Between midnight and 5am, the display is turned off.

Daytime
The latest authority document on illuminated advertisements is 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays', published in 2023 by the Institute of Lighting Professionals. PLG 05/23 recognizes that in daytime, appropriate advertisement luminance is dependent on ambient light conditions and, as such, is variable. Therefore, PLG 05/23 recommends that digital displays have a control system or similar technology that ensures the display luminance relates to ambient light levels.

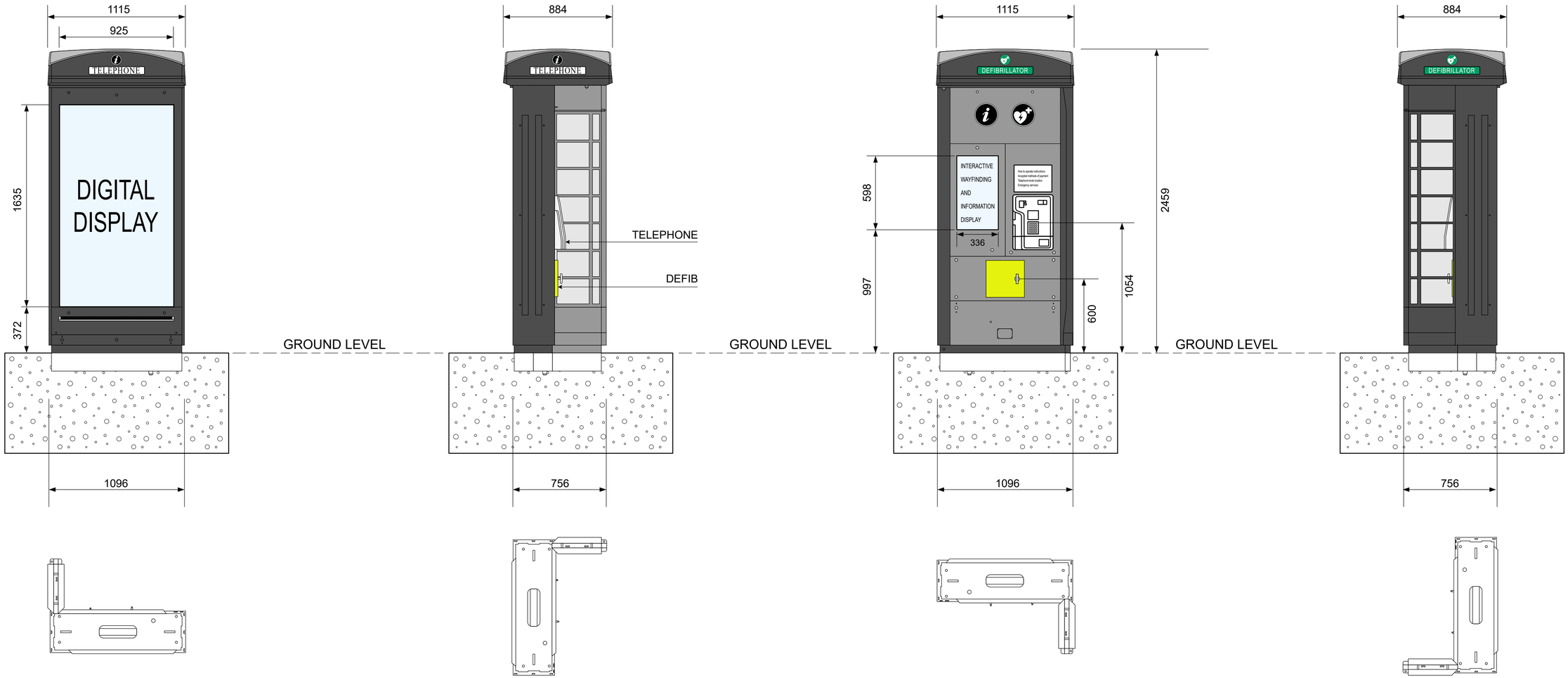
In accordance with PLG 05/23, the display has an in-built sensor control system. In daytime, this control system reads ambient light levels and adjusts the display luminance to the ambient light level prevailing; this means lower display luminance when ambient light levels are lower, and higher display luminance when ambient light levels are higher.

For information, on average brightness days, average luminance of bright colours within advertisements is around 2,500 cdsq.m. The above Specification states that the maximum Daytime luminance for displaying full white (which is the brightest content) is 3,500 cdsq.m. This value, which is the maximum potential luminance during daytime, is applicable only to full white content in very bright ambient light conditions as and when detected by the in-built sensor control system. NB. On bright sunny days, ambient light levels can reach 47,000+ lux.

Darkness
In darkness, the display operates at set very low levels not exceeding 300 cdsq.m.

Therefore, in both daytime and darkness, the display operates in full accordance with recommendations within the latest authority document on illuminated advertisements, 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays' (2023), specifically Table 10.4 (Recommended maximum night-time permitted values of display luminance) and Table 10.5 (Recommended maximum daytime permitted values of sign luminance) therein.

15. Elevations



16. Comparison with existing Telephone Kiosk

Existing Telephone kiosk

Proposed New Communications Kiosk

16. Comparison with existing Telephone Kiosk

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16. Comparison with existing Telephone Kiosk

Existing Telephone kiosk

Proposed New Communications Kiosk

16. Comparison with existing Telephone Kiosk

Existing Telephone kiosk

Proposed New Communications Kiosk

17. Management Plan overview

In 2022, the Applicant worked with Metropolitan Police Design Out Crime Officers to prepare a Management Plan for the New Communications Kiosks. This includes the following measures.

Call management
The new Kiosks allow free calls to Emergency services and various charities only. They do not allow free calls to mobile or land lines.

Algorithms enabling the blocking of mobile numbers
If certain mobile numbers have reached a certain call or attempted call threshold on any given day, and these numbers are identified and notified to NWP as being of actual or potential anti-social behaviour concern, algorithms will be enabled to block these mobile numbers.

Publicly available WiFi
Should the Kiosk's public Wifi be identified as a problem, this will be switched off.

USB / charging points
The new Kiosk does not have USB / charging points.

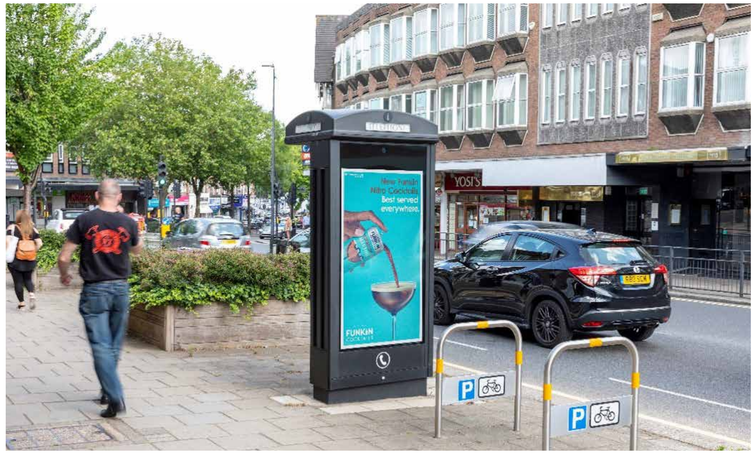
Handset is the only means to communicate.
No external speakers
The new Kiosk does not have external speakers.
The handset is the only means to communicate when making calls.

The canopy is at a height and depth that will not encourage loitering
The new Kiosk canopy and side fenestration are designed to be only as big as necessary to provide a degree of weather protection and also shielding from traffic for people using the kiosk.

Provision of a small area of tactile paving
As agreed with Metropolitan Police Design Out Crime Officers, tactile paving will be provided on the advertising display side of the new Kiosk, to prevent people sitting and leaning against the kiosk.

Maintenance plan
The new Kiosks receive weekly inspection, cleaning & maintenance to ensure they remain in good working order and condition.

18. Gallery of installed New Communications Kiosks



NEW WORLD PAYPHONES