

# NEW WORLD PAYPHONES

## Telephone Kiosk with Integrated Digital Advertising Supporting Information

### Introduction & Benefits

New World Payphones Ltd (NWP) is modernising its telephone kiosk estate across the UK. The traditional kiosk is in need of updating to reflect the modern society that we live in. We recognise the existing kiosks have historic problems including lack of access for wheelchair users, problems with calling cards, and often attract the use of anti-social behaviour.

NWP have chosen a new modern design, reflecting the instantly recognisable telephone kiosk heritage, ensuring it provides open access for all. It is a robust construction made of stainless steel which will aid reduction of vandalism and assist with ease of maintenance. As a responsible telephone operator NWP will also operate a high standard of cleaning on the new estate.

The kiosks will now be a multi-communication hub for the future. Telephony is still a key provision; it is a important lifeline for many people even with the proliferation of mobile phone use. Our kiosks are regularly used to report emergencies and are used by the vulnerable: 999, 111, Childline, Samaritans and Shelter are all examples of where service provision remains vital, along with the normal use of the general public.

The kiosk will also offer the additional benefit of touchscreen information to assist users with wayfinding / mapping information. The telephone itself will allow for cash, debit & credit card and contactless payments. Wifi access will be available in kiosks along with the ability to house other small cell access nodes. Other location based information may be included including NFC and Bluetooth, with ability to modernise provisions with the most up to date generation technology as it progresses.

Traditionally vinyl advertising has adorned one side of the kiosk glazing. This will be removed and the new kiosk design will integrate a digital screen to the reverse of the structure, smartening its image. The overall area of the advertising is in line with existing size, the screen is however smaller than other advertising formats currently found on street furniture.

NWP has also reviewed its estate and established that not all locations are suitable for these services and in some areas there may be too many kiosks. As part of our strategy we will be looking to reduce the number of kiosks. This will enable us to remove kiosks from the pedestrian highway – in line with many Council's decluttering strategies.

We have also partnered with Trees for Cities as part of our environmental commitment. When removing a kiosk we will offer the opportunity to replace a location with a suitable

tree or provide a tree for planting in different location in discussion with the authority. More information can be found at <http://www.treesforcities.org>

### **Existing Digital Units on the Highway**

In 2011 a hundred digital displays were erected on bus shelters in Central London. Any concerns expressed, before they were erected, about them being far brighter than the traditional existing back illuminated display they replaced proved to be unfounded. These panels are now accepted as part of the street scene. Since then digital screens have proliferated on the highway, with an expectation of over 3000 digital panels being on street in the UK by the end of 2016.

### **Illumination**

The illumination of the panel to the viewer's eye is similar in brightness to existing on street advertising panels using florescent lighting, and well within the recommended limits. The panel can be controlled and it is recognised that at night time less light is needed for the displays to be visible and more light is needed to be emitted during the day to compete with the sunlight strength.

The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The level of illumination during the hours of darkness will be 280cd/m<sup>2</sup>. This is well below the maximum level recommended by the Institute of Lighting Professionals in their 'Professional Lighting Guide 05', The Brightness of Illuminated Advertisements which is 600cd/m<sup>2</sup> for this zone.

### **Digital Displays**

The digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade.

### **Advertisement Regulations**

All digital displays shall conform to the five 'Standard Conditions' specified in Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Additional benefits of digital displays**

- Flexibility to change copy at short notice and carry emergency public services announcements
- The flexibility it provides allows local businesses to access space at affordable prices in short term related slots, rather than the standard industry two week packages.
- NWP will regularly donate digital space free of charge to charities.
- Reduction in the printing of paper or PVC posters and the subsequent need to recycle them.
- Reduction of vehicle mileage to service displays.