STREET HUBS BEYOND CONNECTION

SUPPORTING LOCAL COUNCILS WITH DIGITAL STREET COMMUNICATION



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01.

BEYOND CONNECTION

FULFILLING ESSENTIAL USO OBLIGATIONS

UNDER OFCOM'S TELEPHONY UNIVERSAL SERVICE OBLIGATION (USO), BT IS REQUIRED TO PROVIDE PUBLIC PAYPHONES TO MEET COMMUNITY NEEDS, PARTICULARLY WHERE THEY ARE THE LAST REMAINING FACILITY, RECOGNISING THEIR IMPORTANCE FOR PUBLIC SAFETY, ACCESSIBILITY AND RESILIENCE

For some people, a public payphone remains a vital lifeline. Those without access to a landline, mobile phone or phone credit may rely on it to contact friends and family, emergency services or support organisations, and those most in need are often least able to pay.

The way people use public space has also evolved. Alongside telephony, there is growing demand for public Wi-Fi, device charging, and easy access to local information and council services.

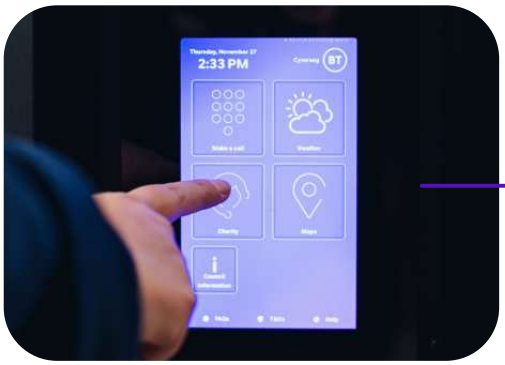
Street Hub is BT's response to these challenges. It fulfils BT's USO obligations to provide public telephones, while transforming traditional payphone infrastructure into a modern, fully accessible digital service – offering connectivity, information and support, all free at the point of use.



IN 2022 UPDATED REGULATIONS SAFEGUARDED AROUND 5,000 ESSENTIAL PAYPHONES FROM REMOVAL.



STREET HUBS ARE **FREE, FULLY ACCESSIBLE** COMMUNITY ASSETS DESIGNED TO **ENHANCE** AND **CONNECT** LOCAL HIGH STREETS.





DELIVERED AT NO COST TO TAXPAYERS OR END USERS, THEY COMBINE ESSENTIAL PUBLIC SERVICES WITH MODERN DIGITAL INFRASTRUCTURE IN A SINGLE STREAMLINED UNIT.

ULTRAFAST PUBLIC AND ENCRYPTED WI-FI

FREE PHONE CALLS TO UK LANDLINES AND MOBILES

ACCESS TO PUBLIC SERVICES

SECURE POWER-ONLY USB PORTS FOR RAPID DEVICE CHARGING

DIRECT 999 EMERGENCY CALL BUTTON

COMMUNITY AND EMERGENCY (E.G. POLICE) AWARENESS MESSAGING

MULTIPLE ACCESSIBILITY OPTIONS

ENVIRONMENTAL SENSORS TO MEASURE AIR QUALITY, NOISE, TRAFFIC AND MORE.

ELECTRICITY CONSUMPTION IS MATCHED WITH 100% RENEWABLE UK ENERGY SOURCES

WEEKLY INSPECTIONS, CLEANING EVERY TWO WEEKS, 24/7 MONITORING



BT'S PUBLIC PAYPHONE ESTATE HAS CONTINUALLY EVOLVED TO MEET CHANGING PUBLIC NEEDS, PROGRESSING FROM TRADITIONAL KIOSKS TO FULLY CONNECTED DIGITAL INFRASTRUCTURE KNOWN AS STREET HUBS.

The **Street Hub Project** began in 2017, with the first Street Hub 1.0 ('InLink') units installed in the London Borough of Camden.

These early units reimagined the payphone for a digital age, combining free calls with public Wi-Fi, device charging, and community messaging. In 2021, **Street Hub 2.0** was launched, introducing 4G and 5G small cell capability to enhance mobile coverage and capacity, alongside upgraded digital screens designed to align with other modern street infrastructure, such as bus shelters.

Street Hub 3.0 launched in **2025**, with the first units installed in the London Borough of Islington. The latest generation features a more streamlined design, upgraded components and enhanced performance, reflecting nearly a decade of learning, collaboration with councils and continued innovation.

1921
Introduction of the first public payphones K1

1992
Public payphone usage peaked with over 92,000 BT operated phone boxes

2017
Following the eventual decline of public payphones, Street Hub project launched

2021
Street Hub 2.0 launched adding 4G and 5G Capability

2025
Street Hub 3.0 launched with streamlined design

111

CITIES AND TOWNS BENEFITING FROM STREET HUBS

190+

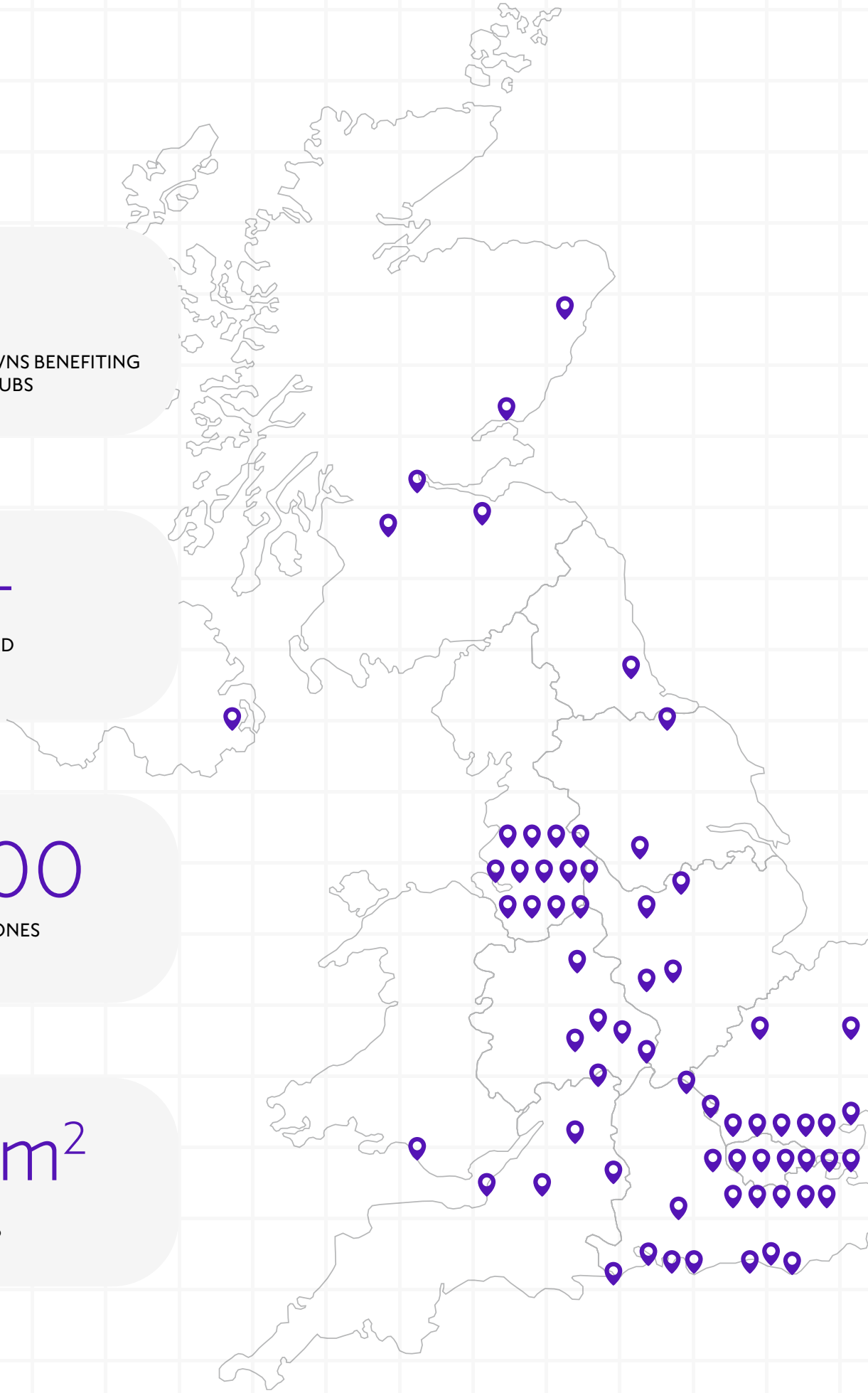
UNITS DEPLOYED

c.1900

LEGACY PAYPHONES REMOVED

830m²

OF PAVEMENT SPACE FREED UP



02.

STREET HUB SERVICES

ESSENTIAL PUBLIC SERVICES,
FREE AT THE POINT OF USE

STREET HUB 3.0 COMBINES ESSENTIAL PUBLIC SERVICES WITH FUTURE-READY DIGITAL INFRASTRUCTURE, DELIVERING RELIABLE CONNECTIVITY, SAFETY AND SUPPORT IN A SINGLE, STREAMLINED UNIT.

Free public calls

Street Hubs provide free calls to UK landlines and mobiles, helping ensure no one is excluded from essential communication.

Calls can be made using the integrated speaker and microphone, or by connecting a standard headset. Calls are not time-limited, and the design of the unit provides privacy while maintaining safety. Speaker volume automatically reduces at night, except for emergency calls. Street Hubs do not accept incoming calls.



Between Oct 2024 and Oct 2025, a total of

1.98 MILLION CALLS

were made from **Street Hubs** across the UK, including **over 38,000 emergency calls**.



SECURE DEVICE CHARGING

Free unlimited phone charging is provided on each Street Hub with both **USB 2.0 and USB 3.0 sockets** to ensure maximum compatibility. The ports do not enable data transfer.

Ultrafast public Wi-Fi

Each Street Hub delivers ultrafast, resilient public Wi-Fi with capacity for high footfall urban environments. The infrastructure is upgradeable without the need for further street works, ensuring long-term flexibility.

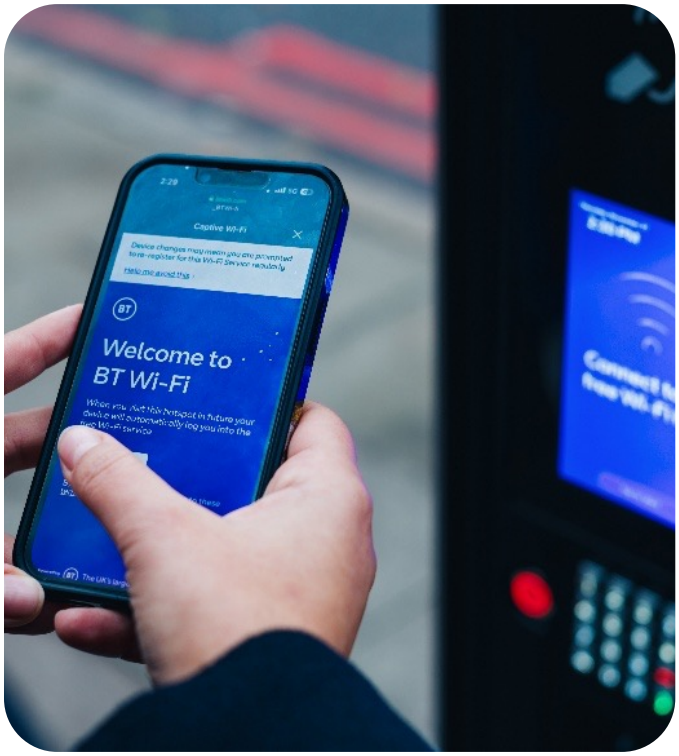
Users register once with an email address for automatic reconnection. We do not sell user data, and there are no pop-up adverts upon sign-in. Content filtering is in place to prevent access to adult-only websites.

WHERE BT ALREADY PROVIDES PUBLIC WI-FI SERVICES TO A COUNCIL, THIS CAN BE BROADCAST THROUGH STREET HUBS AT NO ADDITIONAL CHARGE.

4G and 5G small cell capability

Street Hub 3.0 supports integrated small cell technology, helping to improve mobile coverage and network capacity in dense urban areas where demand is highest.

This supports better connectivity for residents, businesses and visitors, contributing to smarter, more resilient high streets.



STREET HUBS PROVIDE ACCESS TO **FREE WI-FI** TO ALL WI-FI ENABLED DEVICES. BETWEEN OCT 2024 TO OCT 2025, OVER **1 MILLION GB** OF FREE WI-FI DATA WAS **USED BY THE PUBLIC**.

Interactive tablet

The fully accessible tablet interface provides direct access to:

- **Local council services**
- **National charity helplines**
- **Maps and wayfinding**
- **Local information and weather**

The system is ring-fenced and does not allow open web browsing. User sessions automatically clear after inactivity to protect privacy.

999 EMERGENCY ACCESS



Street Hubs include charity tiles on the home screen. Between Oct 2024 to Oct 2025, calls made

CHILDLINE
2,010 CALLS

SAMARITANS
2,896 CALLS

END YOUTH HOMELESSNESS
1,640 CALLS

MISSING PEOPLE
1,558 CALLS

EACH UNIT INCLUDES A CLEARLY MARKED **DIRECT 999 BUTTON.**

A TWO-STEP CONFIRMATION PROCESS HELPS PREVENT ACCIDENTAL CALLS WHILE ENSURING **FAST ACCESS TO EMERGENCY SERVICES** WHEN NEEDED.



03.
CONTRIBUTING TO THE COMMUNITY

SUPPORTING PEOPLE, CHARITIES AND LOCAL SERVICES

STREET HUBS ARE DESIGNED TO MAKE A POSITIVE CONTRIBUTION TO THE PUBLIC REALM AND THE COMMUNITIES THEY SERVE.

Each unit provides free access to key national charities through the interactive tablet, alongside **876 hours of free advertising space per year** for the local authority, enabling councils to promote services, events, public notices and community campaigns at no cost.

SUPPORTING VULNERABLE PEOPLE

"BT public phone and internet access adds hugely to the options children and young people have in contacting Childline. Many young people value the privacy and anonymity these options offer, as well as the flexibility. Public access like this can offer a lifeline to children and young people who find themselves alone or out late at night. Vulnerable children and young people may not always have access to a mobile device or may wish to make a call away from the home environment. Calls can also be spontaneous making this provision central to gaining access to help and support from Childline. We still receive thousands of calls each year from children and young people using public BT systems."

Cormac Nolan
Service Head at Childline

"It's great to see the results, but also these very high numbers, so thanks also for helping us with this great opportunity to raise awareness. The campaign overall overshot all its targets and saw us get our guide to living with dementia to 40,000 people. We couldn't have done that without support like yours in helping us to get the message out."

Anne Clifford
Dementia UK

SUPPORTING COUNCILS AND LOCAL COMMUNITIES

"Street Hubs have helped raise the profile of our large recruitment events in Leeds. Their presence has the potential to be seen by so many people daily who are passing through the city centre."

Leeds City Council

"The installation of BT Street Hubs has brought several valuable improvements to our area. Beyond the free digital advertising space, they've helped upgrade local connectivity by offering free public Wi-Fi, which supports digital inclusion. The modern design of the Hubs contributes to a cleaner, more contemporary street environment. Overall, they've enhanced both the physical and digital infrastructure of our public spaces."

Southwark Council

"It's been a gamechanger! Use of the screens has helped increase attendance at exhibitions, events and festivals, and resident engagement with core council campaigns. The digital format has delivered substantial cost savings and enables us to turnaround content much quicker."

Leicester City Council

"The screens are very useful for the promotion of free, outdoor events taking place locally. It's a very quick way for us to boost awareness and to connect with residents who might not be digitally literate or online."

Hammersmith & Fulham Council

A platform for community and council content

Each Street Hub includes a ring-fenced allocation of screen time dedicated to community and council messaging.

Local authorities receive 5% of total screen time per unit – equivalent to 876 hours per year – enabling them to communicate directly with residents and visitors at no cost.

A MODERN EVOLUTION OF THE COMMUNITY NOTICEBOARD, INTEGRATED INTO THE PUBLIC REALM.

This space can be used to promote local services, public health campaigns, community events, consultations, safety messaging and statutory notices. Content is scheduled in partnership with BT and Global, with creative support available where required.

In addition, the platform supports timely messaging around civic events and awareness initiatives throughout the year, helping councils reach audiences beyond traditional digital channels.

Street Hubs are more than advertising infrastructure. They provide a highly visible, trusted channel for local information – a modern evolution of the community noticeboard, integrated into the public realm.

Useful real-time information

Street Hubs can display real-time information tailored to local need, including weather updates, transport status and other public service announcements.

We work with local authorities, transport providers and other partners to determine which data is most valuable to residents and visitors, integrating relevant feeds directly into the platform.

For example, in London, Street Hubs display real-time Transport for London (TfL) service information, supporting journey planning and improving access to live travel updates.

Transport for London

TfL service information, supporting journey planning and improving access to live travel updates.

The platform is designed to integrate with open data sources, enabling future expansion as local priorities evolve.



Safer communities

Street Hubs are designed to support safer, more connected public spaces.

Each unit includes a clearly marked, direct 999 emergency call button. When activated, the call automatically shares the unit's location with emergency services, helping responders identify the caller's position quickly. A two-step confirmation process reduces the risk of accidental calls, with an audible prompt requiring a second press to confirm activation.

Beyond emergency access, Street Hubs can support local safety campaigns and public awareness messaging in partnership with police and other authorities, providing a visible, high-footfall platform for timely information.

Our collaborative approach

Working in partnership with councils to deliver Street Hubs responsibly.

We work closely with councils and local stakeholders to identify suitable locations for Street Hubs and to determine which legacy payphones can be removed as part of the upgrade.

Our aim is to improve connectivity while enhancing the public realm, reducing unnecessary street clutter and delivering clear community benefit.

Once the appropriate permissions are in place, installations are carefully managed to minimise disruption to residents, businesses and road users. Activation is largely automated, reducing on-site engineering time and enabling units to go live quickly and efficiently.

We welcome early engagement and ongoing dialogue at every stage of rollout to ensure Street Hubs meet local priorities and integrate seamlessly into their surroundings.

"BT followed a constructive and collaborative approach with Maidstone Borough Council, by undertaking pre-application submissions and meetings. This early engagement enabled a flexible approach to be undertaken with site merits discussed prior to full submission and even alternative sites raised and discussed, leading to schemes that resulted in a regeneration of out-of-date phone boxes and that provided a more efficient, cohesive and sensitive improvement to the characterful and historic street scenes of Maidstone town centre."

Maidstone Borough Council



04.

STREET HUB DIGITAL DISPLAY SCREENS

SUPPORTING PUBLIC SERVICES THROUGH
RESPONSIBLE DIGITAL ADVERTISING

Advertising for businesses of all sizes

Street Hubs are funded through the responsible sale of digital advertising, enabling all public services including free calls, Wi-Fi and council messaging to be delivered at no cost to taxpayers.

Global, BT's media partner, manages all commercial content displayed on Street Hub screens. The platform provides opportunities for businesses of all sizes, including small and medium-sized enterprises, to reach local audiences in high-footfall locations.

Advertising can be booked directly or programmatically, offering flexibility for both national brands and local businesses. Campaigns are planned and delivered using robust audience insight and data tools to ensure relevance and effectiveness.

As part of a wider media network spanning outdoor, radio and online channels, Street Hubs can also support integrated campaigns where appropriate.

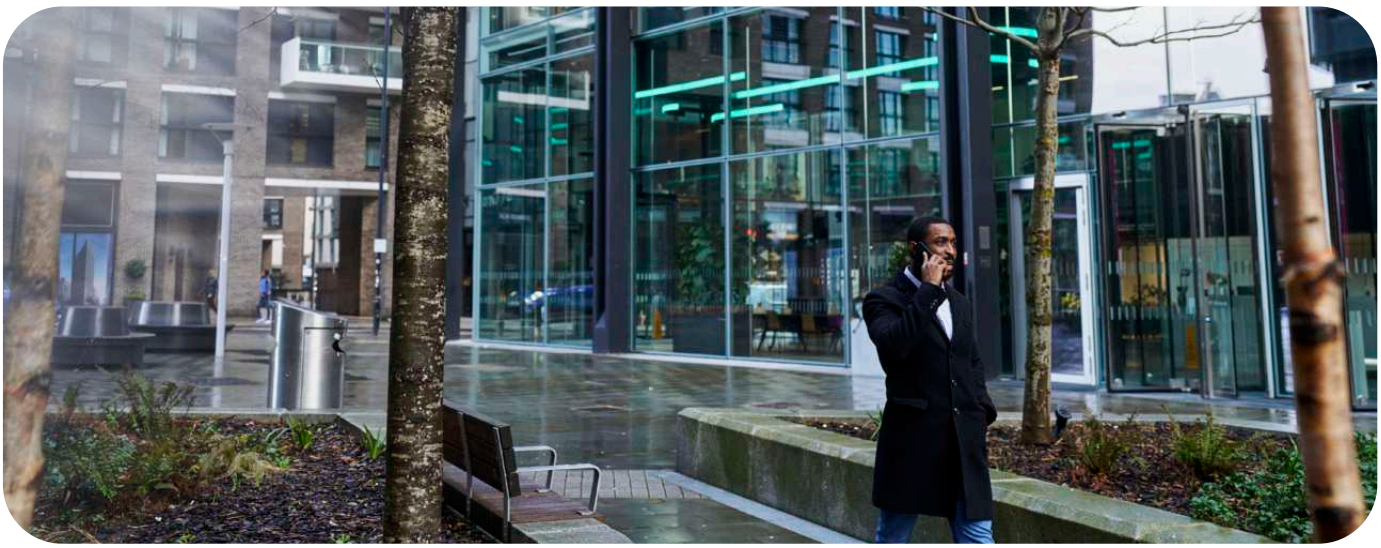
FOR FULL SCREEN SPECIFICATIONS AND TECHNICAL COMPLIANCE DETAILS, PLEASE REFER TO THE DIGITAL DISPLAY SCREEN TECHNICAL SPECIFICATION SECTION BELOW.

Content standards

All commercial content displayed on Street Hub screens is managed by Global in accordance with recognised UK advertising standards and relevant local authority guidance.

Advertising is reviewed to ensure compliance with:

- The Committee of Advertising Practice (CAP) Code.
- The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing.
- Guidance for Digital Roadside Advertising.
- Transport for London's digital advertising guidance (where applicable).
- Any additional local authority requirements.
- This governance framework ensures content is appropriate for a public street environment and reflects the standards expected of infrastructure located within the public realm.



Automated scheduling

Global manages the scheduling of Street Hub content. This allows key business partners who use API-enabled platforms to easily book and execute complex and flexible schedules.

Global's award-winning Data Planning team manages Global: IQ, a data management platform that is used to ingest first-and third-party data to prove the efficacy of our products and the value of the audience. Using trusted data sources and intelligent mapping tools we can plan effective campaigns.

Global's position as a media owner of channels like outdoor, radio and online allows for more creative scope.

For example, it's seen innovative multiple-media campaigns deliver both digital Outdoor messaging in sync with Radio commercials.



Emergency messaging

Street Hubs can be updated remotely in real time, enabling rapid deployment of urgent public information when required.

Because each unit is individually addressable, messaging can be targeted to specific locations – for example, directing people away from a particular area or advising on alternative travel routes.

This capability allows Street Hubs to act as a flexible communication tool in support of local authorities and emergency services.

05.

STREET HUB DESIGN

DESIGNED FOR ACCESSIBILITY,
DURABILITY AND SUSTAINABILITY

Scale and Dimensions

- Street Hubs are free-standing structures featuring a fully accessible tablet interface and digital HD display screens on two sides.
- Overall Street Hub dimensions are 350mm deep and 1,236mm wide, with a height of 2,980mm to maximise the Wi-Fi range without dominating the street. The narrow base limits the footprint while ensuring access to wheelchair users.

Accessible for all types of users

Street Hubs have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- Tablet interface placed at 1m to provide easy access for wheelchair users.
- Easy-touch 999 call button to ensure it can be used regardless of mobility restriction.
- High-contrast large type labels.

Screen operation

The screens display content at 10-second intervals. The two screens automatically dim at night to 300 cd/m2, following daylight hours and in accordance with the levels set for this type and size of screen (those under 10m) by the Institution of Lighting Professionals, Professional Lighting Guide 05 2023: The Brightness of Illuminated Advertisements.





Environmental performance

Street Hubs Electricity consumption is matched with 100% renewable UK energy sources.

The units use high-efficiency LED display technology and optimised power systems to minimise energy consumption while maintaining clear visibility in a public street environment.

Intelligent brightness controls automatically adjust light levels in line with ambient conditions, reducing energy use and minimising impact at night.

Components are selected for durability and thermal efficiency, reducing the need for active cooling and supporting long-term operational performance.

Street Hubs are designed to contribute to wider sustainability and net zero ambitions by consolidating multiple public services – telephony, Wi-Fi, information and advertising – into a single, streamlined piece of infrastructure.

Air quality monitoring

Street Hubs have an Io T space within the unit with the potential to support air quality monitoring.

Building on previous trials undertaken by BT, this functionality may enable local authorities to explore whether air quality monitoring delivered through Street Hub could support local objectives and complement existing data sources.

The scope of any solution, including the parameters monitored, would be considered on a case-by-case basis.

This also reflects the role street furniture can play in enabling smarter, data-led approaches to environmental monitoring. Over time, such capabilities may help local authorities develop a clearer understanding of emissions trends, support carbon reduction planning and inform future investment priorities.

Cameras

There is a video camera above each screen, as well as one built into the tablet. These are not currently connected or used in the UK, but they could potentially support future community benefits where there is a clear case to do so.

Any future use would be subject to appropriate stakeholder engagement, public consultation and clear communication through multiple channels, alongside consideration of relevant operational, regulatory and implementation requirements.



Combatting anti-social behaviour

Street Hubs operate in accordance with the Street Hub Anti-Social Behaviour Management Plan, developed in consultation with police and a number of local authorities.

Automatic anti-social call blocking technology uses anonymised data to identify suspicious call patterns and phone numbers. Identified numbers are blocked on Street Hubs across the UK, while still allowing genuine users to benefit from the free phone call service.

Additional measures may be introduced where appropriate, including limiting call volumes, restricting call types. These actions are proportionate, evidence-led and designed to protect the wider community.

We work closely with police and local partners to respond quickly to emerging issues. In certain operational circumstances, police may request temporary restrictions or the whitelisting of specific numbers where there is a legitimate investigative need.

As BT is designated by Ofcom as the Universal Service Provider for public call boxes, any decision to restrict phone services is made by BT, based on information provided by police or local authorities. Restrictions are temporary and subject to regular review.

Anyone who believes their number has been restricted in error, or who wishes to report misuse or technical issues, can contact **StreetHub@bt.com** or call the **24/7 helpline** on **0800 661 610**.

All cases are reviewed in consultation with relevant authorities where appropriate.

Materials

Maintainability and durability were key considerations in the design, with regular cleaning and servicing planned – please see 'Installation, Operations and Management' section below. High-quality materials ensure longevity, holding up to abuse and diminishing scratches.

- Galvanised mild steel structure, powder coated external grade aluminium exterior.
- Painted powder coated aluminium main casing – attractive, durable, easy to service, and cooling.
- Displays fronted by tempered and laminated glass to reduce glare.
- RF transparent radio compartment.

The modular design of exterior and interior components makes servicing simple and economical.



Digital display screen technical specification

The technical specification of the two digital display screens is as follows.

Screen panel type	LCD (with LED backlighting)
Screen dimensions	950mm wide x 1670mm high (75 inch portrait)
Screen area	1.586^{m2}
Resolution	3840 x 2160 UHD
Maximum daytime brightness	2500 $^{cd/m2}$
Maximum night-time brightness	300 $^{cd/m2}$
Contrast ratio	1200:1
Display colours	10bit (D) 1.07 billion colours
Viewing angle	178/178°
Lamp type	LED
Operating temperature	0-50°C
Sunlight readable	Yes

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m2) as set by the Institution of **Lighting Professionals, Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements Including Digital Displays 2023.**

The proposed usage for the screens is also set in accordance with Transport for London's (TfL's) policy document **'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013'.**

Specifically, each Street Hub location has been assessed against, and would comply with, the following criteria from the TfL guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisements on similar sections of the respective roads in many cases.
- The geometry of the roads is not complicated, and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver's natural eyeline as possible and facing as head-on to the traffic as is practical.



06.

INSTALLATION, OPERATIONS & MANAGEMENT

INSTALLATION, OPERATIONS & MANAGEMENT



Installation

Site preparation

Each location is surveyed in advance to identify underground utilities and existing infrastructure, ensuring works are carried out safely and without service interruption.

Safety measures

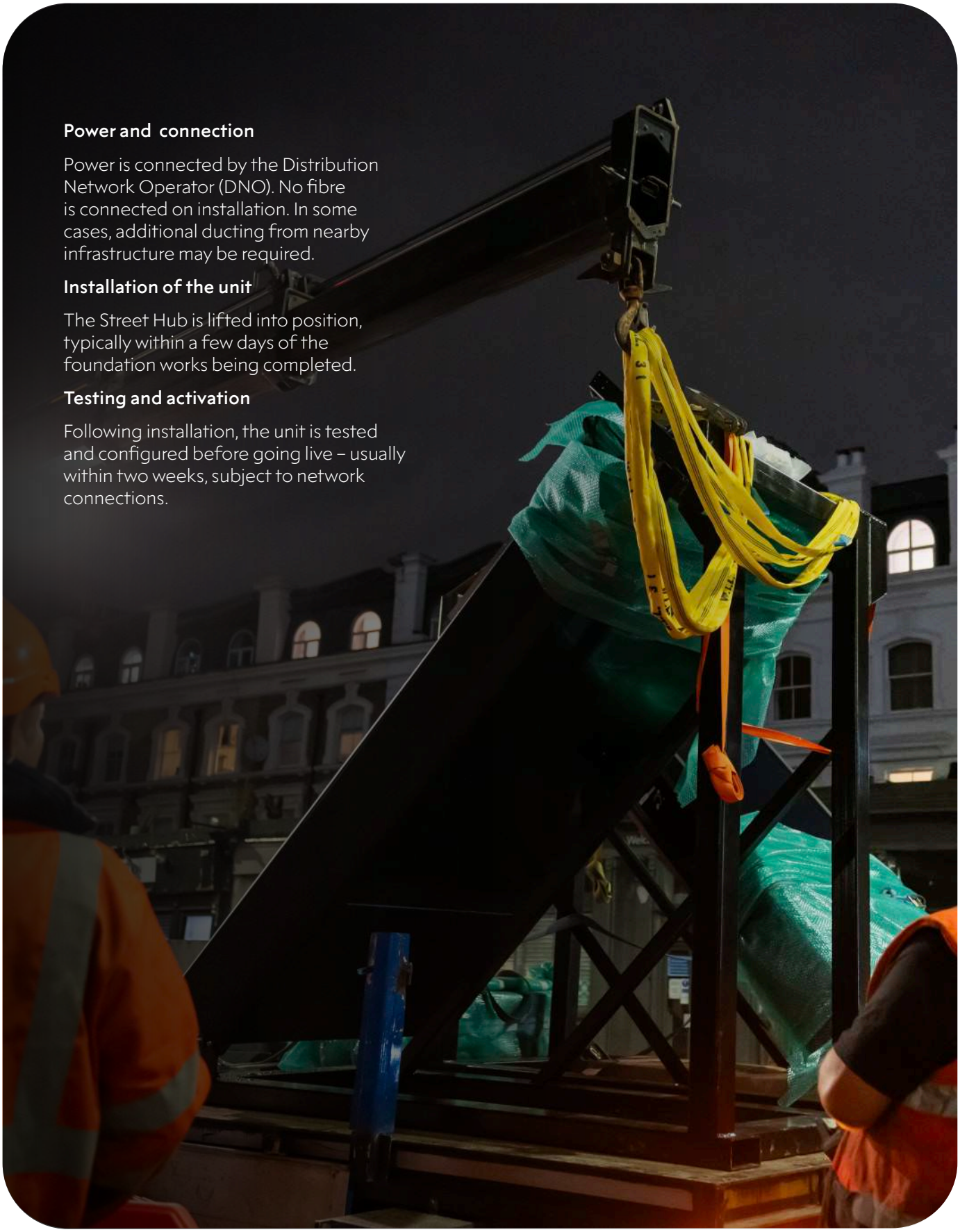
Appropriate barriers and signage are installed in line with local authority permits to protect pedestrians and road users during works.

Payphone removal (where applicable)

Where a Street Hub replaces an existing BT payphone, the legacy kiosk is disconnected and removed.

Foundation works

A concrete foundation is installed below ground level, incorporating a metal base plate and ducting for fibre and power connections. The structure is engineered for durability and designed to perform safely in the event of impact.



Power and connection

Power is connected by the Distribution Network Operator (DNO). No fibre is connected on installation. In some cases, additional ducting from nearby infrastructure may be required.

Installation of the unit

The Street Hub is lifted into position, typically within a few days of the foundation works being completed.

Testing and activation

Following installation, the unit is tested and configured before going live – usually within two weeks, subject to network connections.

Operations and management

Inspection regime

Each Street Hub is physically inspected on a weekly basis.

Cleaning is carried out every two weeks, with separate in-field quality inspections undertaken on an alternating schedule. This approach ensures a regular on-site presence, while maintaining high standards of cleanliness and performance.

During inspection visits, teams carry out:

- A full walk-around check for damage, graffiti and screen performance.
- Functional testing of key services, including free calls, 999 access, maps and USB charging.

Photographic records are captured as part of the inspection process.

Additional visits can be arranged where required, including in response to issues identified through remote monitoring systems.



Operations and management

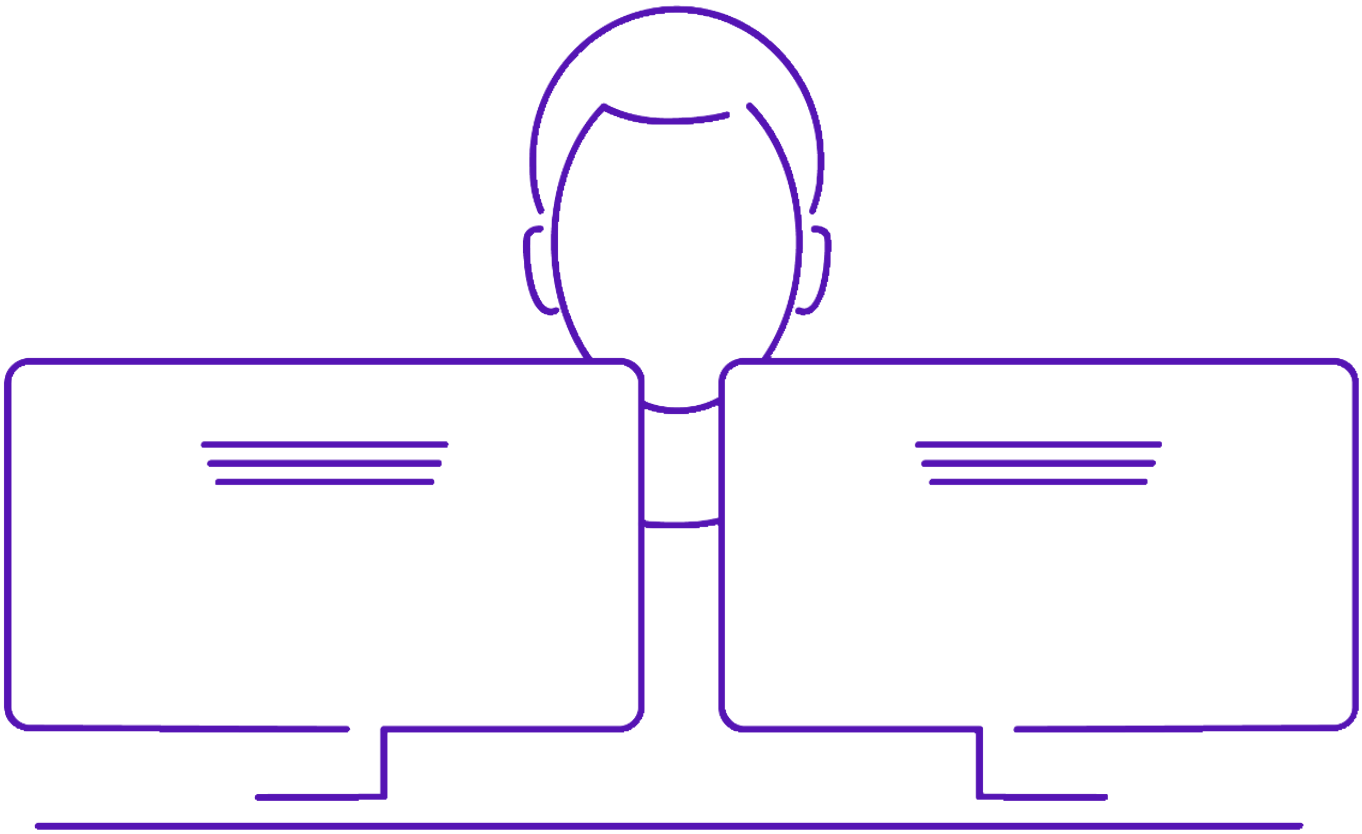
Monitoring and repair management

Street Hubs are monitored remotely 24/7, enabling faults to be identified quickly and addressed in line with agreed service levels.

Most issues are resolved within three working days, with safety-related or power faults prioritised for faster response.

Future upgrades

Street Hub 3.0 is designed for long-term adaptability. Many updates and service improvements can be delivered remotely via software, reducing the need for physical intervention. All updates are subject to quality assurance before release.



GET IN TOUCH

STREETHUB@BT.COM