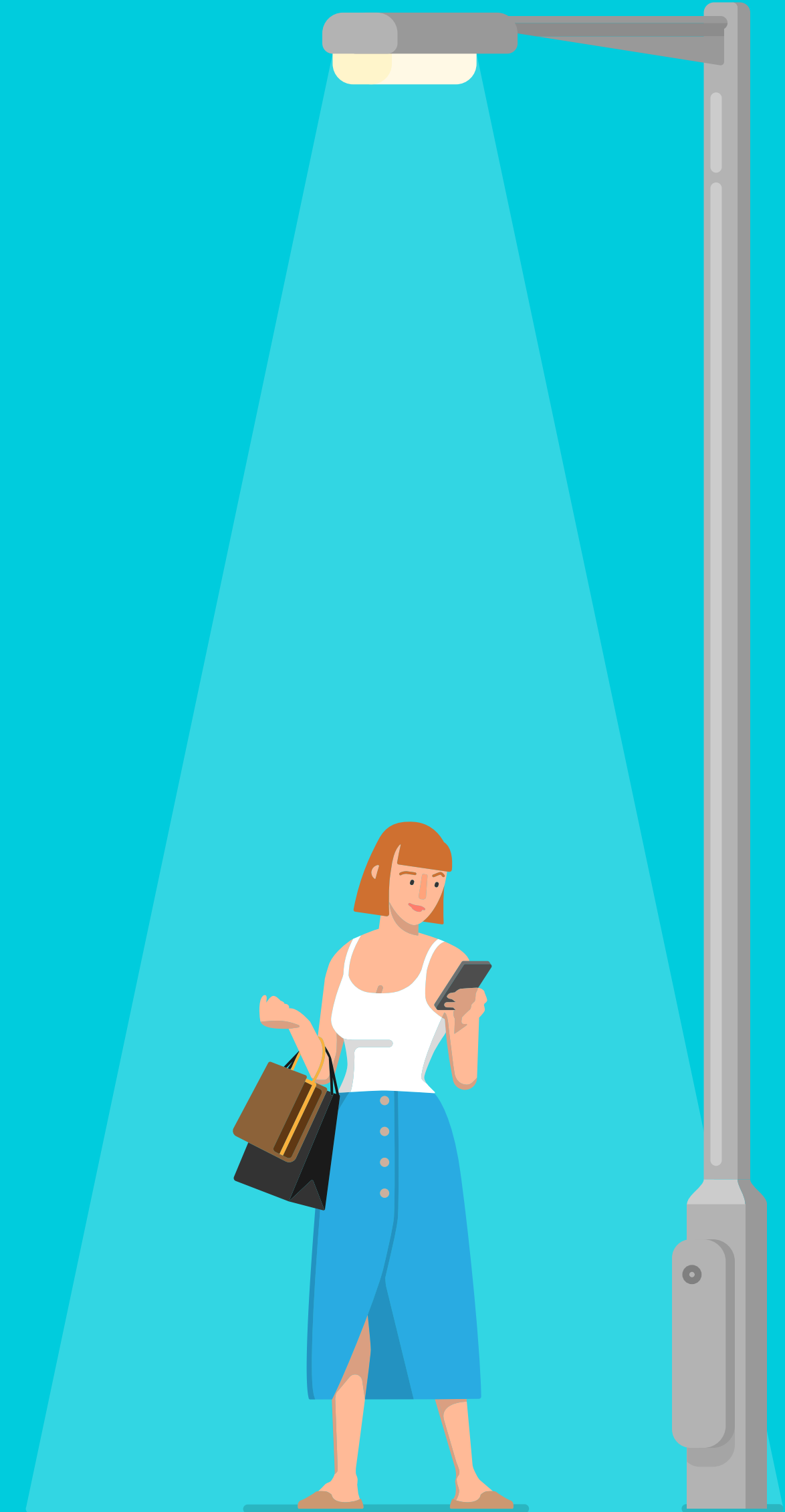


Hello Lamp Post

Pricing 2026



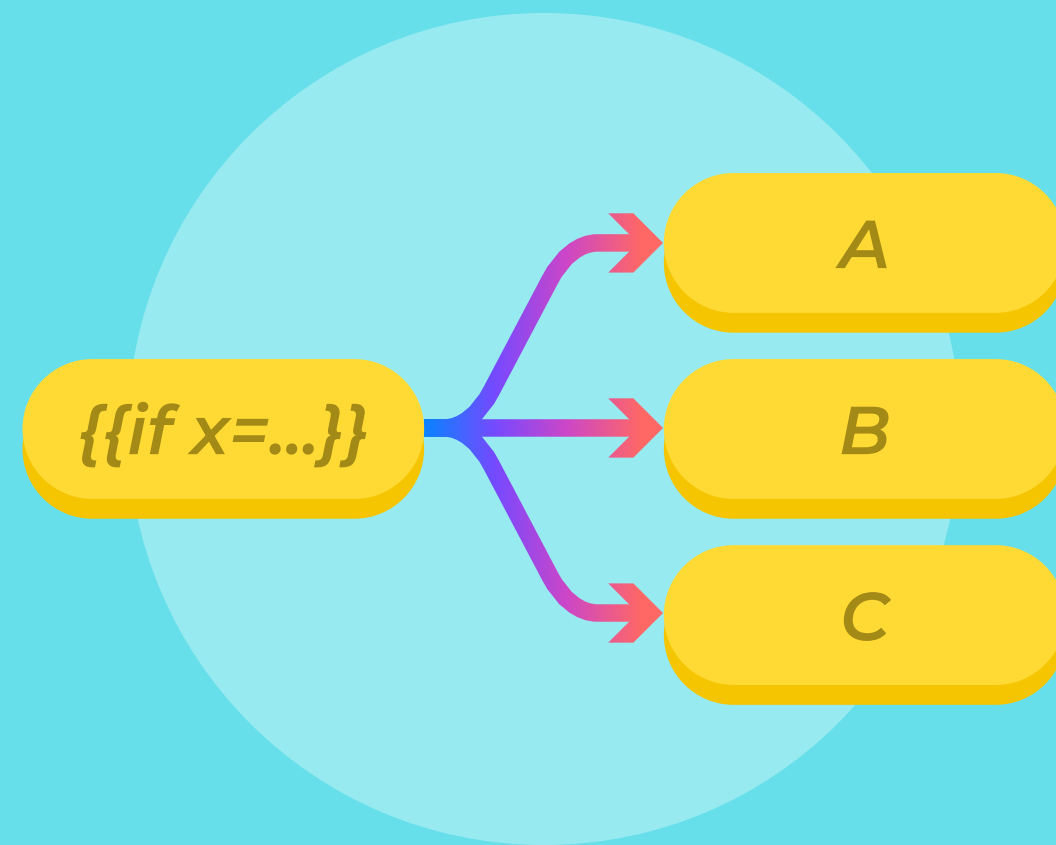
What is Hello Lamp Post?



The *ultimate* engagement tool for hard-to-staff locations

- Location-based AI assistants (agents) for public spaces
- 24hr interactive engagement platform
 - Answer users' FAQs
 - Gather feedback
 - Provide location-specific information
- Accessed via mobile browser or SMS
- Quick, easy and cost-efficient engagement
- Also available online or in the home

Definitions



Smart Scripts

... or simply 'scripts', are programmable flowcharts/ decision trees for guiding conversations.

They are heavily customisable and powered by conditional logic. They can include Chat AI elements or be completely handmade, depending on how much control you want.



Agents

... (formerly 'Objects') are the unique personas we assign to each object, location or sign. These digital assistants "read" from a script, but can also be given additional instructions. Each agent has its own QR code, chat log and analytics, which can be compared across a project.



Knowledge Base (KB)

... is a text document containing all the information you want to share. The Chat AI refers to this when coming up with answers to users' FAQs.

Standard Pricing

Base Package

(mandatory)

Item	Qty	Annual Price
Agent	1	£3,149
Script - Standard Insights	1	
Insights Dashboard	✓	
Web App - For End-Users	✓	
Language - English	1	
Signage Design - HLP Default Template	✓	
Customer Support Email System	✓	

Content

(one or more required)

Item	Qty	Annual Price
Knowledge Base - Templated	1	£1,049
Knowledge Base - Customised	1	£2,099
Survey/ Insight Questions - Customised	✓	£524
Fact Sharing - Customised, Scripted	✓	£524
Walking Trail Script	1	£5,249

Standard Pricing

Additional Platforms

Item	Qty	Annual Price
SMS	1	£1,049
Conversation Widget - For Your Website	1	£2,099

Optional Extras

Item	Qty	Annual Price
Project - Templated	1	£524
Project - Customised	1	£5,249
Language - Auto-translated	1	£524
Language - Person Translated	1	£2,099
Knowledge Base - Customised	1	£2,099
Agent	1	£26
API Integration - Client/ Third party	1	(see: day rate)

Standard Pricing

Data <i>(optional)</i>	Item	Qty	Annual Price
	Reports - Templated	1	£524
	Reports - Customised	1	£787
	Presentation - Video Call	1	£524
Signage Design <i>(optional)</i>	Item	Qty	Annual Price
	Signage Design - Templated	1	£314
	Signage Design - Customised	1	£524
Support <i>(optional)</i>	Item	Qty	Annual Price
	Dedicated Account Manager	1	£3,149
	Content Refresh - Per script	1	£524

Standard Pricing

Professional Services *(optional)*

Item	Qty	Annual Price
Dedicated Marketing Support	1	£524
Dedicated Design Support	1	£524

Development Day Rate *(optional - see SFIA rate card)*

Item	/day	Annual Price
API Integration - Customised	1	£683

Fair Use Policy

No individual agent generates more than 100k interactions (messages) per month.

What's not included

- Printing
- Signage installation

Pricing Example A

Organisation A engages Hello Lamp Post to collect visitor sentiment using 25 agents across a location, via SMS, with evolving conversation, 24h live access to data and quarterly reporting.

- Base Package: £3,149
- 25× agents (inc. 1 free): £624
- Customised insights/facts: £524
- SMS platform: £1,049
- Standard quarterly reporting: £2,096
- 1× Custom signage template: £524
- 2× Content refreshes: £1,048

Total Annual Price: £9,014 + VAT
(excludes printing & installation of signage)

Pricing

Example B

Organisation B engages Hello Lamp Post to answer public enquiries (waste & recycling) and collect feedback, via SMS & web browser, with evolving conversation, 24h live access and quarterly reporting.

- Base Package: £3,149
- Customised insights/facts: £524
- Customised knowledge base: £2,099
- SMS platform: £1,049
- Conversation Widget - For Website: £2,099
- Custom quarterly reporting: £3,148
- 1× Custom signage template: £524
- 4× Content refreshes: £2,096
- Dedicated Account Manager: £3,149

Total annual price £17,837 + VAT
(excludes printing & installation of signage)

National Pricing

Projects at nation-wide scale



National Pricing Features/ Functions of an Online Agent

Basic

- 1× *Online Agent*
- 1× Customised knowledge base (provided at the start of the license)
- Fixed number of insight questions from a library
- Accessible via Web App & SMS
- 1× Language (English)
- Fixed, templated signage design options (for use in physical locations and digitally)
- *Access to HLP Insights Dashboard*
- HLP support services - system implementation, maintenance, and project guidance

Optional Extras

(from standard pricing)

- Multiple unique virtual agents
- Custom reporting
- Additional languages
- Custom signage
- Customised FAQ/ Knowledge base
- Custom surveys/ insight questions

National Pricing Projects

Projects <i>(e.g. Climate Action, Waste and Recycling, Consultation)</i>	Projects	Objects	Discount	Cost PA	Effective Cost per location
	10×	300	10%	£71,440	£7,144
	25×	750	20%	£160,725	£6,429
	50×	1500	24%	£303,600	£6,072

Online Agent <i>(e.g. Virtual Flood Warden)</i>	1×	12 month license	£4,179
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Thank you

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www.hlp.city

HELLO

LAMP POST