

Pricing schedule

Building a Digital Twin at Level of Detail 3 which includes

- All structures greater than 1sqm external envelope including roof features.
- Pathways
- Roads
- Other hard surfaces
- Green spaces
- Vegetation including trees, hedges
- Fences and walls
- Bridges
- Railways



Example LOD 3 with town hall in LOD 3.5

Micro area – Data only £750

Less than 0.25sqkm at level of detail 3

Small area – Village / small town with manage service contact and SLA £8,500

Up to 1sqkm at level of detail 3

with managed service contract including

- Hosting for 12 months
- Compilation into model viewing software with street level navigation and avatar
- 1 User with remote access via TFA streamed to local devices
- 3 planning application updates
- Pre-applications funded by applicant
- Management of license agreements for third party users with agreed charging schedule determined by LPA team.
- 5 key view points (approx.)

SLA 12 month after first year £4,000

Medium Area – Town - £24,500

Produce of up to 3sqkm at level of detail 3

with managed service contract including

- Hosting for 12 months
- Compilation into model viewing software with street level navigation and avatar
- 2 Users with remote access via TFA streamed to local devices
- 8 planning application updates
- Pre-applications funded by applicant
- Management of license agreements for third party users with agreed charging schedule determined by LPA team.
- Colour coded listed buildings
- 12 key view points (approx.)

12 month SLA after first year £8,000

Large Area – Town / City - £34,500

Produce of up to 5 sqkm at level of detail 3

with managed service contract including

- Hosting for 12 months
- Compilation into model viewing software with street level navigation and avatar
- 3 Users with remote access via TFA streamed to local devices
- 8 planning application updates
- Pre-applications funded by applicant
- Management of license agreements for third party users with agreed charging schedule determined by LPA team.
- Colour coded listed buildings
- 20 key viewpoints (approx.)

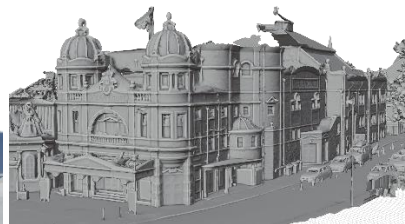
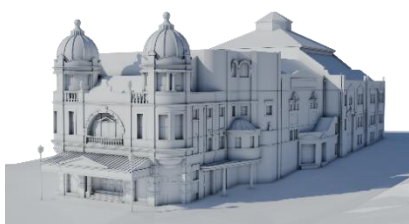
12 month SLA after first year £12,000

Additional Services for Heritage / Feature buildings / High streets

LOD 3.5 modelling for landmark/heritage buildings, including material and facade details including windows and other openings.

Typical budget per 8 listed buildings, or a section of high street including laser scanning with photography **£9,500**

Example level of detail modelled for LOD 3.5 laser scanned buildings



LOD 3.5 modelling process from RAW laser scan to optimised 3D models with materials



Examples of streets modelled to LOD3.5



Gamification / VR / XR experiences

A typical budget to provide all required equipment with the suite of products including **Urban Explorer** (gamified version of the Digital Twin) with an **Immersive XR group experience** and **Touch table**, delivery, set-up and support for up to 3 days (including **school lesson plans** and workshops) is typically **£8,500 + vat**

We have provided a breakdown below.

Each digital 3D model can also be packaged into our **Urban Explorer software**¹ to support engagement events. The functionality includes choosing an avatar who can walk, run or cycle around the model, with customised gamified tasks which help and guild the user through the engagement activity which highlights key messages of the scheme. This can include seeing before / after, see multiple options, interact with non-playable characters for additional information, and leaving and or liking comments. The system can be set-up as a multi-player environment enabling family groups to interact with each other. The cost listed below includes;

- Customised tasks and gamification to support the narrative of a specific project

Cost £650



¹ [Urban Explorer software](#)

Touch table compatible ² All digital twin models developed by Digital Urban will be touch table compatible, enabling them to be set-up on media tables where groups of viewers can have a drone or pedestrian view of the digital 3D model. Users can pan, zoom, and switch between options. The cost listed below includes;

- Customised layers toggling information to support the specific project needs

Cost £650



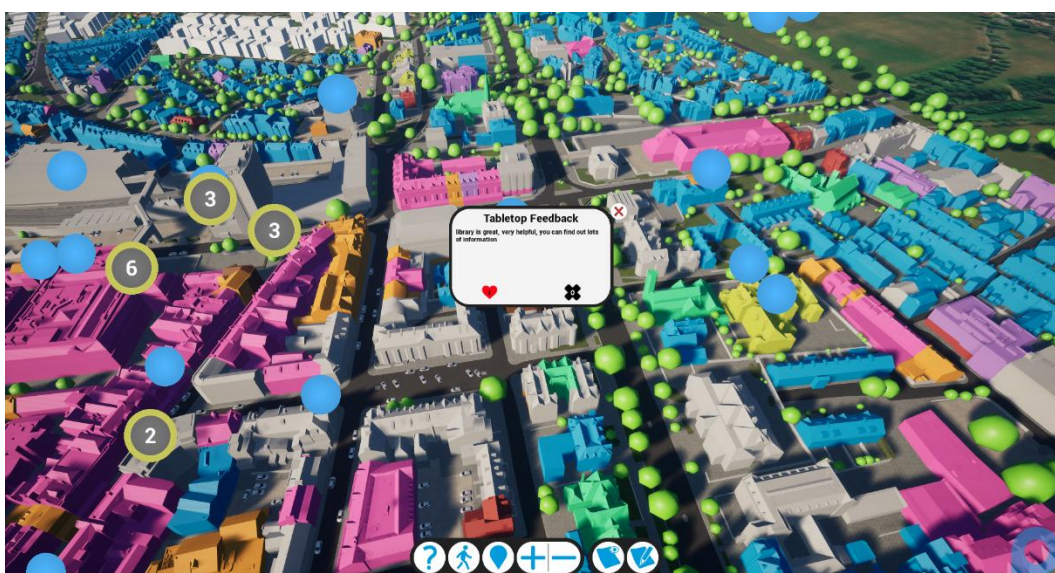
² [Touchtable](#)

Digital Post-it Comment software³

Building on our experience of running consultation events, we have added a feature, enabling users to provide immediate feedback and comments when exploring the digital models, this software can be integrated with any of our other products. The cost listed below includes;

- Customised questions located around the Digital Twin
- Networked installation this enable likes and dislikes across all installed hardware and software (XR/Urban Explorer and Touch Table)
- Compiled report with interactive map showing all feedback comments
- High level summary document of the feedback

Cost £650



³ [Digital Post-it feedback software](#)

Appendix: Digital Urban Rate Card

DDaT Role	Day Rate (£)
Chief Technology Officer	750
Business Architect	650
Lead Data Architect	650
Lead Enterprise Architect	650
Lead Network Architect	650
Security Architect	650
Lead Technical Architect	650
Chief Data Officer	700
Chief Information Security Officer	700
Application Operations Engineer	450
Change & Release Manager	600
Lead Frontend Developer	650
Software Developer	500
IT Service Manager	500
Digital Portfolio Manager	550
Test manager	450

Digital Urban Job Role	Day Rate (£)
Marketing Business Development	550
Business Administrator	410
Youth Engagement Coordinator	410
Creator and video production	425
Games Developer Lead	515
Games Developer	490
Modelling production lead	515
Creator	490