

G-Cloud 15
Service Definition

**Bespoke 3D Model Geometry for City Analysis and
Visualisation**

VU.CITY
Lot 3 Cloud Support

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1. Introduction

Company Overview

VU.CITY's mission is to revolutionise urban planning and development by providing an immersive, collaborative, and data-driven platform that empowers city planners, architects, developers, and stakeholders to create smarter, sustainable, and inclusive cities for all. Our goal is to leverage cutting-edge technology, including 3D modelling, AI, and geospatial data, to enable cities to be designed, simulated, and evaluated in a virtual environment, leading to more informed decision-making and better outcomes for communities and the environment.

Value Proposition

There is significant pressure on the country to build more housing in general and specifically more affordable homes, in sustainable locations, for the benefit of generations to come.

There are also fragmented and disparate systems and processes to support planning approval with schemes taking up to 6 years to be approved and a huge burden on planning authorities whose staff are stretched to deal with the demands.

We work with those that approve change (the public authorities), those that propose change (the developers and their teams) and those that are the recipients of this change (the general public) to bring together all parties in one place to visualise planning policy, understand the constraints and opportunities and then help explain the proposed changes to our cities.

There is a recognised lack of uniformity across the board when it comes to planning tools, ways to visualise policy and ways to report on outcomes - we are already changing this.

By offering our cloud support services, which contains bespoke training of the VU.CITY platform, an accurate 3D canvas of our cities and refined project visualisation tools; Public Sector bodies are able to communicate their planning policy to all parties and then easily assess proposed changes against these policies in an efficient and easy to understand way, thus saving time, reducing ambiguity and increasing trust across all stakeholders.

It's free for a customer to set up a VU.CITY account, which will give them access to the VU.CITY Hub where customers can access a 3D coverage map and select areas for bespoke geometry to be quoted and modelled by the VU.CITY 3D modellers in LOD 3 detail. This allows planning authorities to easily get coverage of selected areas modelled for use in their own projects and systems, adding further value beyond the platform itself. The ability to provide bespoke 3D models provides flexibility and integration capabilities with existing workflows. Bespoke 3D models shall be quoted per request, costings are listed in our pricing document.

Incorporating advanced project visualisation tools such as Zone of Theoretical Visibility (ZTVs) and video fly-throughs of our 3D city models can profoundly enhance the engagement and comprehension of city planners and communities involved in urban development. These tools serve as a bridge, translating complex urban planning concepts into accessible and interactive visuals that provide a tangible sense of the proposed changes. For city planners, this means a clearer understanding of how new developments will integrate with the existing urban fabric, enabling more informed decision-making. For the communities, it fosters a more inclusive dialogue, allowing them to visualise the future of their city and express their views in a context they can easily relate to. Ultimately, these visualisation technologies are not just tools for

presentation but are integral in fostering a collaborative environment where all stakeholders can contribute to creating a city that reflects the needs and aspirations of everyone involved.

What the Service Provides

The Services that we provide are split into 7 sections, pricing for these is set out further into this document and also within our pricing document:

1. **Training Workshop (In-Person)** - In support of the VU.CITY and SiteSolve Cloud Software, which is available in our Lot 2 listing which is named '3D City Visualisation Platform for Urban Planning and Community Engagement'. The customer can determine what they would like included and VU.CITY may make recommendations based on system adoption analysis.
2. **Video Fly Throughs for Project Visualisation** - In the use of the VU.CITY city model assets to derive additional data that helps our customers in the planning process.
3. **Zone of Theoretical Visibility (ZTVs) for Project Visualisation** - Utilising VU.CITY urban model resources to extract supplementary visual information, beneficial for our customers during their planning activities.
4. **Bespoke Modelling Services (LOD3)** - Direct licensing of the actual geometry used in the VU.CITY platform or the extension of the area modelled within the platform. The ability to provide bespoke 3D models provides flexibility and integration capabilities with existing workflows
5. **Bespoke Modelling Services (LOD350)** - Higher level of detail modelling licensed under the same terms as above and detailed in our pricing document.
6. **3D Web Map** - VU.CITY offers 3D web mapping services, allowing users to interactively explore geographical areas in three dimensions in a native browser format. We can link to customers' own geo-servers, enabling the display and integration of GIS data directly within the 3D maps.
7. **Software Customisation** - Whilst our platform has everything for our users we do offer software customisation with project manager support this is charged on per day basis and is listed in the pricing document.

Social Value

At VU.CITY, we recognise the importance of not just delivering exceptional technology solutions for urban planning, but also ensuring our business practices contribute positively to societal well-being, environmental sustainability, and ethical governance. As part of our commitment to the G-Cloud-15 framework, we focus on several key areas:

Environmental Protection

We are dedicated to reducing our environmental impact and achieving net zero emissions by 2030. Our green office practices include using energy-efficient systems and promoting recycling and waste reduction across all operations. We also prioritise sustainability in our supply chain, selecting partners who adhere to eco-friendly practices.

Community Engagement and Wellbeing

VU.CITY invests in the communities where we operate by sponsoring local events, engaging in public planning processes, and offering educational programs in partnership with local institutions. We encourage our employees to participate in volunteer initiatives, enhancing community relations and ensuring that our projects reflect local needs and values.

Employee Health and Inclusivity

Our commitment to employee wellbeing is reflected in our comprehensive health programs, flexible work policies, and mental health support. We ensure that our work environments are safe and inclusive, fostering a culture of respect and diversity.

Ethical Practices and Democratic Engagement

As a technical advisor to government bodies and a facilitator of urban planning processes, we uphold high standards of integrity and transparency. We engage local communities in planning, ensuring their voices are heard and integrated into our projects. Our ethical supply chain management ensures that our business practices remain responsible and beneficial to all stakeholders.

Innovation and Accessibility

We continuously innovate to make urban planning more accessible through our web platform, reducing barriers to engagement and allowing for broader community input. This approach not only supports democratic participation but also contributes to environmental sustainability by minimising the need for travel.

Future Goals and Impact

Over the next three years, we aim for our platform to be instrumental in 80% of major planning initiatives in our model cities. We will expand our public engagement model to more local authorities, enhancing community wellbeing and contributing to sustainable urban development.

By focusing on these areas, VU.CITY not only adheres to the G-Cloud-15 social value themes but also sets a standard for responsible business conduct in the tech industry. We remain committed to improving our practices and expanding our impact, ensuring that we continue to deliver value to our communities, employees, and stakeholders alike.

Overview of the G-Cloud Service

VU.CITY offers a comprehensive suite of services under the G-Cloud framework, designed to empower existing VU.CITY and SiteSolve licence holders with tailored training workshops ensuring full utilisation and benefit of the advanced tools that come with the Lot 2 listed software. Other services being offered as standalone services are bespoke 3D modelling, advanced 3D visualisation and analysis tools such as video fly-throughs of modelled areas of VU.CITY to give extra context in the customers project proposals. These services are accessible independently of software purchase, ensuring that all potential customers can understand and leverage the offerings without prior commitment. A further breakdown of these services can be found below:

1. **Training Workshop (In-Person):** This service provides hands-on training for the VU.CITY and SiteSolve Cloud Software, focusing on a range of functionalities such as importing models, utilising the VU.CITY Hub for collaboration, data layer integration, and advanced visualisation techniques. Training is tailored to customer needs, ensuring relevance and effectiveness.
2. **Video Fly Throughs for Project Visualisation:** Utilise VU.CITY's sophisticated 3D city models to create engaging and informative video fly-throughs, enhancing the understanding and presentation of proposed developments.
3. **Zone of Theoretical Visibility (ZTVs) for Project Visualisation:** Leveraging VU.CITY's urban models, this service provides detailed visibility analysis, helping stakeholders understand the visual impact of proposed developments from various perspectives.

4. **Bespoke Modelling Services (LOD3):** Offering customisation beyond the standard city models, this service allows for the creation of detailed 3D models as per customer requests, enhancing the accuracy and relevance of urban planning projects.
5. **Bespoke Modelling Services (LOD350)** - Higher level of detail modelling licensed under the same terms as above and detailed in our pricing document.
6. **3D Web Map** - VU.CITY offers 3D web mapping services, allowing users to interactively explore geographical areas in three dimensions in a native browser format. We can link to customers' own geo-servers, enabling the display and integration of GIS data directly within the 3D maps.
7. **Software Customisation** - Whilst our platform has everything for our users we do offer software customisation, with project manager support this is charged on per day basis and is listed in the pricing document.

Under Service 1 we offer in-person training and support services to help our customers get the most out of the VU.CITY and SiteSolve Cloud Platforms. This is an additional service, above and beyond the onboarding process and knowledge base training material provided to new and existing licence holders of our Lot 2 services. The training workshop could include subjects such as, but not limited to; how to import user models from existing 3D model creation software(s), how to utilise the VU.CITY Hub for project collaboration, how to employ data layers into your views, exploit the measurement tools, apply sunlight and weather analysis and take advantage of the consented schemes timeline. The client has the freedom to decide on their desired inclusions, while VU.CITY might offer suggestions based on the analysis of system utilisation.

Within Service 2 we offer the creation of video fly throughs of the VU.CITY model visualising and helping to describe the change being proposed by the customer, the videos will include consented buildings in yellow that have yet to be constructed, and buildings that are under construction, in blue which helps to showcase the future of proposals. The customer can change the colour of these buildings if they wish or choose to not have these buildings displayed, it will not affect the price and would be made clear in the Statement of Works that this is the customer's request. The statement of work would also include flight paths that the customer would like to be displayed in the video. You do not need to be an existing licence holder of VU.CITY to purchase this service. A link to an example of a video fly through can be found on our YouTube channel [here](#), or is searchable by the name 'Fleet Street Quarter x VU.CITY'.

Service 3 includes the creation of a wide-scale zone of theoretical visibility (ZTV) assessment starting from a 2sqkm radius, up to a 6sqkm radius. This is where we can show where, in a certain zone, a person can see the new building being proposed. The customer has the choice of multiple views inside of their ZTV, for example we could show the view of a Cathedral from North and East directions in one ZTV, this would need to be clear in the Statement of Works agreed with the customer. Pricing is also affected by whether the customer would like to include trees and/or consented buildings that are yet to be constructed but have been approved. We offer simple versions of this as a feature in the VU.CITY platform but this would require the customer to purchase a licence of our Lot 2 listing. There is a large amount of effort required by computer hardware processing to generate wide-scale ZTVs, this is why we offer this service as a standalone service from 2sqkm to 6sqkm.

Services 4 and 5 will provide the customer with a bespoke 3D modelling service, in their chosen level of detail and for the use in their own 3D software, allowing them to take advantage of their own workflows and data. You do not need to be a licence holder of VU.CITY or SiteSolve to use this standalone service but it will include the direct licensing of the requested 3D model for your own

use. The customer will need to log into the VU.CITY Hub, which is free for anybody to create an account for and can be accessed from [our website](#). Once you're inside of the VU.CITY Hub, you will see our 3D Model Coverage Map on the toolbar which once clicked will open up a map of the world. Customers would then use various selection features or drag and drop shapes to select the area they would like us to price up and model. Once the requested area has been selected and confirmed, it will send a quote request to our modelling team who will price up the model based on the price listed in our pricing document. These prices will then be agreed and entered into the call-off contract for finalising.

Service 6 consists of a 3D web mapping service, allowing users to interactively explore geographical areas in three dimensions via a native browser format. This immersive platform provides a realistic perspective of terrains, buildings, and environments, which is particularly beneficial for applications in urban planning. Users can zoom, pan, tilt, and rotate views to analyse locations from various angles, aiding in understanding complex spatial relationships. Additionally, VU.CITY can link to customers' own geo-servers, enabling the display and integration of GIS data directly within the 3D maps. This capability enhances the map's utility by allowing for the visualisation of specific geographical data layers, making it a powerful tool for a wide range of professional and analytical applications. The breakdown of costs associated with this service are outlined in the pricing document.

Service 7 allows our customers to buy development resources to customise the core VU.CITY platform which is listed in G-Cloud-15, Lot 2. It consists of developer time and a project manager resource which are charged at a day rate shown in our pricing document. The number of days of both developer time and project management time will be defined, agreed and written into the call-off contract, before the project commences.

Associated Services

The core VU.CITY Cloud Platform detailed under G-Cloud Lot 2b named 3D City Visualisation Platform for Urban Planning and Community Engagement.

2. Data Protection

Information Assurance



We are ISO27001 accredited and subscribe to all policies associated with this standard. We are audited externally every year and internally every year also.



We are members of the ICO (Information Commissioner's Office)

Data Back-Up and Restoration

Automated Daily Backups: Our service includes automated daily backups of production databases. This ensures that we have a recent copy of critical data in case of any data loss incidents or system failures.

Version Control for Code: All of our application code is maintained in a version control system (e.g., Git). This means that not only is your data backed up, but your entire application environment can be reconstructed from source control if needed.

File Recovery for 30 Days: We have a data retention policy that allows for the recovery of deleted files for up to 30 days after deletion. This provides an additional layer of protection against accidental data loss.

User Involvement in Backup and Recovery: Users, by default, do not have control over what is backed up or the file recovery process. These processes are managed by our dedicated support desk team to ensure data consistency and security. If the customer has any specific requirements in regards to data backup and recovery then this is explained in the Client-Specific Requirements section below.

Support Desk Assistance: If you need to recover a deleted file or restore data, you can simply reach out to our support desk. Our support team is trained to assist you with data recovery requests promptly and efficiently.

Regular Process Review: We continually review and update our data protection processes to stay aligned with industry best practices and security standards. This ensures that your data is protected effectively over time.

Compliance and Security: Our data protection measures are designed to align with relevant compliance standards and security best practices. We prioritise the confidentiality, integrity, and availability of your data.

Client-Specific Requirements: We understand that different customers may have unique data protection needs. Before an order is placed, our business development managers and account managers will engage with customers to discuss specific requirements and document them in the service agreement. This allows us to tailor our backup and recovery processes to meet your individual needs.

Business continuity statement/plan

Objectives of VU.CITY's continuity plan

1. To identify the organisation's critical activities
2. To identify the risks to these critical activities in the event of an incident
3. To establish how to maintain these critical activities in the event of an incident through preventative measures and planning
4. To establish how to recover any critical activities lost or damaged in the event of an incident

Potential Incidents

We perform a risk assessment of our potential incidents which results in them being given a tier from 1-3.

Risk Level	Description
Tier 1 (Critical risk)	Downtime in this tier could result in significant financial losses, severe reputational damage, or legal and regulatory non-compliance. This tier includes services or systems that are vital for daily operations, where even a minimal amount of downtime could have catastrophic consequences.
Tier 2 (Moderate risk)	Tier 2 still requires timely restoration to avoid significant impacts on business operations, financial performance, or customer satisfaction. Downtime in this tier could result in moderate financial losses or damage to the organisation's reputation over time.
Tier 3 (Low risk)	These are non-essential components that can tolerate longer periods of downtime without causing significant harm to the organisation's core operations or financial stability. While disruptions may cause some inconvenience or minor operational issues, they do not have a major immediate impact on the organisation's ability to function.

The potential incidents that could affect business continuity are:

- Fire in office location
- Flood in office location
- Terrorist attack in vicinity of office location
- Crime/Burglary of office location
- Digital breach – hacking, virus, back up failure, intranet failure, incl. breach to data protection responsibilities
- Remote server outage (AWS)
- Global Pandemic

Critical Activities

As a cloud-based SaaS business, the critical activities of VU.CITY are recognised to be based around provision of digital 3D models and via laptop and PC devices.

The table below details critical activities that would be affected in the event of an incident.

Critical Activity	Description	Acceptable Downtime
Email Access	Email communication is the most common and important to the business: documentation is frequently sent in email attachments.	1 hour
Internet Access	As all of VU.CITY and the supporting software are cloud and web-based, in order to support and develop our software, internet access is critical	1 hour
Computers / Servers / Remote Desktops	Staff use computers / servers to constantly store electronic files, host development code, prepare remote meetings with clients and to prepare reports, CAD drawings etc.	1 hour
Website	The company website allows clients to access contact details and prospective clients to find out about the company	6 hours
Access to Contacts /	Staff keep client contact information electronically (in Hubspot)	6 hours

Client Information		
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Working mostly on a cloud-based system and within Google suite, retrieval of any documents has proved to be sufficient for critical activities. Critical activities and areas of concern focus on Servers, Computers that Developers remote into.

Informing Staff

A cascade system is used via emails and Slack messages to inform staff via mobile phones and/or personal email addresses. Staff phone numbers and personal emails can be accessed via Bamboo HR (HR System)

- Those first made aware of emergency situations should contact the Office Manager who will inform the landlord, DevOps teams, business directors and CEO.
- Directors to contact Team leaders
- Each Team Leader should contact their direct reports

Data/File Backup & Retrieval

VU.CITY completes daily IT back-ups of all Business Critical Data including customer project files, folders and electronic communication between VU.CITY and external contacts.

Backups occur on a Daily, Weekly, Monthly and Yearly rotation. All data is saved in the cloud.

Restoration of data can be quickly instigated by the Operations team so that critical data can be easily accessed in case of emergency.

Equipment

All staff now have access to laptops which are taken home each working day so remote working is possible, as managed in accordance with our laptop policy. A loss of a desktop monitor and desk equipment is a possible longer term issue but will not prohibit employees from continuing work. If the office is out of bounds and monitors and/or desk equipment destroyed then an insurance claim would be made, if applicable and new monitors ordered upon successful claim. Should an insurance claim not be permissible, new monitors would be ordered for colleagues that require them.

Alternative Premises

In the event of the office being unavailable, damaged or destroyed, all employees could work from home. If access to the VU.CITY office is restricted, most business operations could be run from home or alternative premises.

Public Relations

Internally, we classify our customers with a tiering system from tiers 1-3, tier 1 being the highest level of importance. When deciding which tier a customer fits into we will consider factors such as, but not limited to; revenue, strategic partnerships, market influence, they require or we receive bespoke services, essence to our brand image and value towards our long-term business growth. Customer's importance to our business is under constant review and customers may move tiers at any time.

Once essential systems are back in place key contacts and customers will need to be informed of the situation. Dependant on the risk tier of the incident the CEO, Chief Commercial Officer and Marketing and Business Development Manager will begin to inform customers and partners based on their customer tier, to make them aware of VU.CITY's plan and then manage communication with contacts and customers in order to minimise damage to VU.CITY's reputation and avoid a drop-off in business as a result of the incident.

In the example of an incident with a tier 1 risk level, a tier 1 customer will be updated directly and regularly whereas a tier 3 customer may only rely on periodic social media and email updates.

To minimise any potential drop-off in business as a result of loss of confidence in the company, it is important to implement the following plan of action for managing public perception of VU.CITY through PR:

- Initially breaking the news to key customers through social media, newsletters and email.
- Regular updates, providing time-frames as the business returns to normal through social media, newsletters and email.
- Press releases, providing positive information to current and potential customers via social media, newsletters and email
- Company website, newsletters, email and social media accounts to be used as a tool to keep customers and public informed.
- Operations team to be used as a communication portal for updating staff via email, Slack messages and telephone calls.

Duties and Responsibilities

The Operations Manager is accountable for Business Continuity Management including:

- arranging appropriate training for staff
- ensuring contact details, supplier information is kept updated
- ensuring activities are completed
- initial exercising of the organisation's BCM arrangements
- reviewing and updating of the business continuity plan

The Platform Lead is responsible for all duties relating to back-ups, adequate servers and equipment in the office and sister offices where we would function in the short term, restoring data.

The CEO and Operations Team is responsible for overseeing and advising on the business continuity plan and updating the Partnership and VU.CITY employees.

A more detailed plan can be provided to the customer on request.

Privacy by Design

In our Privacy Policy in accordance with GDPR, we detail our commitment to protecting your privacy, explaining how we collect, use, disclose, and store your personal information when you use our cloud services and website. We highlight the use of your data to enhance our services, manage your account, and communicate with you, always ensuring compliance with data protection laws. You have rights to access, correct, or delete your data under specific conditions. We also describe our use of cookies to improve your experience on our site. For more details, you can [visit our full policy here](#).

Information Collected

If you use our online services, we will collect information when you sign up as a user, including your name, email address, telephone number and the details of the business that you work for. We also collect information about how you use our services, such as how many times you have logged in, the

length of time you have used our services for and how long you have spent using different parts of the services.

If you use our site, we collect and process certain information relating to you and your use of the site. This information includes details of visits to our website and the pages and resources that are accessed, including, but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use this website.

If you contact us electronically, either through our site or via other means (such as by telephone, email or social media), we will collect information that you provide to us as a result of contacting us.

Use of your Information

We use your information to:

1. run and manage your account, if you use our online services;
2. provide our services and our site to you;
3. detect and prevent fraud;
4. communicate with you about our services and our site and respond to any queries, issues or other correspondence that you send to us; and
5. where you have signed up to receive information and news from us, to send you postal, email or telephone communications about our products and services.

Generally, we process your personal data on the basis that it is in our legitimate interests to do so. Where you use our online services, it is in our legitimate interests to manage your account as this enables us to fulfil our contractual obligations towards the business that you work for. Our other legitimate interests in processing your data include improving our products and services to ensure that we offer the best services; ensuring that correspondence is correctly handled; and promoting our business.

Disclosing your Information

We use third party service providers to analyse usage of our services and our site and to store data on our behalf. They have access to information about how you use our services and our site and they are obliged to protect your data in accordance with data protection laws. Other than this, we will never pass your personal information to anyone else, except where we are required or permitted to do so by law. We may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

Storing your Personal Data

Data that is provided to us is stored on secure servers within the EU. Details relating to any transactions entered into on our site will be encrypted to ensure their safety. We do not transfer your personal data outside the UK or the EEA ourselves, but sometimes the third party service providers that we engage will do so in order to provide their services. Where this is the case, we ensure that the third party service providers protect your data in accordance with UK data protection laws. We do this either by implementing standard contractual clauses that are recognised as providing equivalent protection to UK laws, or (if the provider processes personal data in the USA) ensuring that the provider is certified with the US Privacy Shield arrangement, which means that the provider complies with provisions broadly equivalent to UK data protection law. We will always take all reasonable precautions to make sure that your data remains secure and is handled in accordance with this Privacy Policy.

The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site or our services, you are responsible for keeping this password confidential.

If you use our services, we keep your personal data for as long as you have an account with us and up to two years after closing your account. After two years all of your data will be deleted. We only keep information about your use of our services and our site for as long as is needed to analyse your usage and this is then deleted. If you communicate with us, we keep copies of your communications for our own record-keeping and audit purposes and once we consider that they are no longer needed for these purposes, we will delete them.

Your Rights

Data protection law gives all individuals certain rights over their personal data. You can ask us to:

1. send you a copy of personal data that we hold about you;
2. correct personal data we hold about you that is inaccurate;
3. stop sending you marketing communications;
4. delete your data in certain circumstances (we will not always be obliged to do this, if we need your personal data for legitimate reasons set out in this Policy);
5. restrict the processing of your personal data in certain circumstances; or
6. object to us processing your personal data (again, we may not be required to stop processing your data if we have legitimate grounds to continue).

We review this Policy twice a year, internally and with external auditors through our ISO27001 standard so please do return and review this Policy via our website if you would like the most updated version.

3. Using the service

Ordering and Invoicing

Our ordering process is via our Business Development Managers who will discuss your requirements with you. There is an enquiry form on our website here or simply email sales@vu.city and we will be happy to discuss your requirements and options.

If you're an existing customer of the VU.CITY platform then your account manager can discuss with you the options we have for additional support services outside of our cloud software solution. We can take orders via credit card or the standard invoicing process which involves sending an invoice to a customer, detailing the products or services provided, their costs, and the total amount due. The customer is then expected to pay the invoice within a specified time frame, often 30, 60, or 90 days, depending on the agreed upon terms.

Additional support services will be provided upon full payment upfront or on the date that the invoice has been sent. Invoices typically come with 30-day payment terms however this is subject to change at VU.CITY's discretion and we are always open to negotiate on different payment terms for invoices if customers are ordering a lot of support services.

Pricing Overview

Services 1, 2 and 7 are charged on a daily rate basis subject to a Statement of Work agreed between the Account Manager and the customer and Services 3, 4 and 5 are charged on a per square kilometre basis, which is all set out in our pricing document. Service 6 is a one-off fee to implement and deploy a new city model.

Availability of Trial Service

N/A

On-Boarding, Off-Boarding, Service Migration, Scope etc.

On-boarding

On-boarding to the VU.CITY 3D Model platform is covered in our G-Cloud Service named '3D City Visualisation Platform for Urban Planning and Community Engagement' Cloud Software (Lot 2b).

For existing customers of the VU.CITY platform, the Services that we offer within this document will be explained by their Account Manager and all services are requested through the Account Manager, who shall regularly remind their customers of these services and the value they can deliver to the customers' projects.

For new customers, on-boarding of our Services 1 and 2 (listed in 'Introduction > What the Service Provides' section) will be completed with our Business Development Managers who will look to gather the customers' requirements through telephone, email or an online meeting.

For Service 3, Bespoke Modelling Services, new customers must have an account to the VU.CITY Hub, which is free to create. From within the VU.CITY Hub the customer can then begin selecting their area for bespoke modelling. Our dedicated support team is on hand to support the creation of the new account; and training material on how to select your area for bespoke modelling is also easily accessible to the public via the VU.CITY Knowledge Base.

Our modelling team will act as point of contact for customers that have requested bespoke modelling services and throughout the quotation period will be in touch with the customer should they want to make adjustments to their original request.

The customer will be requested to sign a Statement of Works before the creation of the deliverable.

Off-boarding does not apply to the services within this document however should the customer wish to terminate the Statement of Works, they are able to do so under the framework agreement of G-Cloud 15 and by following the detail set out in section 4 of this document under the heading of 'Termination Process'.

Training

Virtual training is included within our onboarding for newly subscribed customers but if in-person training is required, VU.CITY offers this at an additional price that is listed in the pricing document. Training can be hosted at the VU.CITY office but if participants exceed 8 in total then the customer will be required to choose a training location that will fit over 8 participants.

The training will include subjects such as, but not limited to; how to import user models from existing 3D model creation software(s), how to utilise the VU.CITY Hub for project collaboration, how to employ data layers into your views, how to create ZTVs, exploit the measurement tools, apply sunlight and weather analysis and take advantage of the consented schemes timeline. The customer

can determine what they would like included and VU.CITY may make recommendations based on system adoption analysis.

Implementation Plan

A detailed implementation plan can be provided to the customer on request.

Service Management

Typically, our Service Management is used by licence holders of our VU.CITY and SiteSolve platforms however this is not strictly limited for customers to use, and potential customers of services listed in this document shouldn't hesitate to reach out to us via this channel should they feel they need our support.

We have a dedicated support team that takes phone calls and email support queries via support@vu.city which are merged into support tickets via our custom-built helpdesk and knowledge base "VUniverse". When a user is completing a support ticket via the [VU.CITY Knowledge Base](#) they will be asked to select a topic related to their query which assists our support team to triage and prioritise the issue.

Support tickets are triaged, categorised and managed by the support team by selecting prioritisation categories such as Critical, High, Medium and Low priorities after the user has submitted their support request. Priority of support tickets are determined through the triaging process and can be defined as below:

Priority	Definition of Priority	SLA
Critical	The issue causes complete disruption to a core business process or affects all users. No workaround is available. The highest priority that requires immediate attention and response.	2-hour resolution
High	Major functionality is severely degraded or a significant number of users are impacted. Issue is persistent and affects business operations. Short term workarounds may be available. Prompt response is required to resolve issues quickly. Examples: App crashing frequently, reporting features not working, authentication failures.	4-hour resolution
Medium	The issue causes limited or degraded functionality but does not have significant business impact. Affects a limited number of users. Workaround available. Resolution required in a timely manner. Examples: Cosmetic or layout issues, individual user login problems, specific feature malfunctioning	8-hour resolution
Low	Minor problem or inconvenience. Affects a single user. Temporary or no loss of functionality. Low	16-hour resolution

	business impact. Resolution provided in due course. Examples: Intermittent UI issues, documentation clarification, enhancement requests	
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The priority category indicates the desired SLA response time. Critical issues should be addressed immediately, high priority soon after, medium within a few days and low as time permits. We regularly review our support teams' response quality and SLA results to ensure that we provide the support and issue resolutions that our customers would expect, especially public sector bodies.

As mentioned throughout this document, each customer will be assigned an account manager they will regularly check-in with the customer and ensure that they're utilising the platform to the best value and may act as a voice for the customer when raising support requests.

Service Constraints

The VU.CITY team, including tech support, operate on standard UK working hours which are Monday - Friday, 9:00am 5:30pm GMT meaning that we are unavailable outside of these times and at the weekends.

Service Levels

Where possible we will perform any maintenance to our website and the VU.CITY Hub, out of the UK business hours of 9:00am - 5:30pm GMT.

For no additional cost, our customers have access to telephone and email support during UK business hours (9:00am - 5:30pm GMT).

Our service uptime is reported and is exceptionally high due to our services running on AWS, which has a 99.9% uptime, but we do not publish any service level agreements on uptime.

As a precautionary measure we use Uptime Robot to monitor various aspects of our platform, including but not limited to, API monitoring, server monitoring, SSL certification monitoring and partners servers.

Outage and Maintenance Management

N/A

Financial Recompense Model for not Meeting Service Levels

We do not have service levels and therefore do not offer any financial recompense. We constantly review the service that we deliver and will take all reasonable endeavours to deliver to the standard expected.

4. Provision of the service

Customer Responsibilities

It is the customer's responsibility to ensure that the requested 3D Model is suitable for the customer's intended purpose when purchasing our bespoke modelling service and that the customer has obtained any additional licences required to use the Model on the hardware and with any other

software which may be recommended by VU.CITY from time to time.

The customer acknowledges and accepts that:

- VU.CITY has not produced the bespoke 3D Model requested to meet the customer's own specification or requirements;
- The Model cannot be tested in every possible combination and operating environment and that it is not possible to produce economically (if at all) computer programs known to be error free or which operate in an uninterrupted manner and that not all errors are necessarily capable of rectification.

Where the customer orders the creation and licence of a Bespoke Model or a video fly-through, the customer shall pay to VU.CITY:

- in consideration of the creation of the Bespoke 3D Model, the fee as set out in our pricing document. VU.CITY shall invoice the customer for the cost of the service on or after the Commencement Date; and
- in consideration of video creation (which shall comprise carrying out a fly-over of the relevant geographical location at such intervals as VU.CITY shall deem necessary).
VU.CITY shall invoice the customer for the cost of the deliverable.

Where the customer orders a licence of an Existing Model, the customer shall pay to VU.CITY, in consideration of the grant of the licence, the price for VU.CITY shall invoice the customer for the agreed fee on or after the Commencement Date and on or after each anniversary of the Commencement Date until the Agreement expires or is terminated in accordance with the Conditions.

In consideration for the agreed fee paid by the customer, VU.CITY hereby grants to the customer on the terms set out in this Agreement, a non-exclusive, non-transferrable, worldwide licence to use the deliverable in object code form for the customer's normal business purposes [solely in connection with the Project]. "use" for the purposes of this clause 3.1 shall include reproducing, copying and displaying the deliverable and using it within other third party modelling platforms provided always that nothing in this clause 3.1 or the customer's use of the Model shall act to assign or transfer any Intellectual Property Rights or other ownership rights in the model to the customer or any third party.

The customer agrees to retain any copyright symbol, name, identification number or other information or metadata that may be embedded in the electronic file containing the Model and to maintain appropriate security to protect the content from unauthorised use by third parties.

The customer shall pay undisputed invoices within 30 days of the date of the invoice.

The agreed fees are to be paid in pounds sterling (£) and are exclusive of any VAT, duties, bank fees, sales tax, or excise or similar or other taxes due.

Technical Requirements and Client-Side Requirements

Customers must have a working computer and an internet connection to be able to request and access all services listed in this document.

Service 1 would require the customer to be an existing licence holder of the VU.CITY platform, which in turn will come with its own set of Technical requirements, these can be found within our Lot 2 listing, named 3D City Visualisation Platform for Urban Planning and Community Engagement.

Service 3 requires the customer to have an active account, which is free to create, to the VU.CITY Hub, where bespoke modelling can be selected on a 3D coverage map.

Outcomes/Deliverables

In relation to Service 4, the bespoke 3D model is a computer-generated representation of a geographical location and whilst VU.CITY has used reasonable endeavours to ensure the 3D model is accurate according to the level of accuracy stated on the website, or otherwise in writing, in relation to the relevant 3D model requested, the customer is not relying on the 3D model to make any decisions and the customer must, itself, validate any plans, designs or outcomes from the 3D Model. VU.CITY shall not be held responsible for the customer's use of or reliance on the 3D Model requested.

After-sales Account Management

Our Business Development Managers will ensure that the customer is happy with their deliverable and that it complies with the original Statement of Works.

The Business Development Manager will build rapport with the customer during the requirements gathering phase to determine whether they feel the customer's business would benefit from other VU.CITY services which in most cases would result in further demo calls or invitations to VU.CITY webinars.

The customer will also be asked if they would like to sign up to the VU.CITY marketing and newsletter material to keep up-to-date with the rapid advancements we're making in the PropTech space which the customer can unsubscribe from at any time either at the bottom of the marketing material or writing via any VU.CITY support channel.

Termination Process

REPRESENTATIONS AND WARRANTIES

- 4.1. VU.CITY warrants that it has used reasonable skill and care in the production of all services listed in this document. Any material discrepancies, errors, missing features or other issues that would reasonably affect the customer's use of the deliverables must be notified to VU.CITY in writing within 14 days from the date of the customer receiving access to the deliverable.
- 4.2. VU.CITY shall use reasonable endeavours to rectify any issues raised in accordance with paragraph 4.1 within 14 days of receiving written notice from the customer.
- 4.3. If any issues raised in accordance with paragraph 4.1 cannot be rectified by VU.CITY in accordance with paragraph 4.2, then the service shall terminate with immediate effect.
- 4.4. In the event that any issues raised in accordance with paragraph 4.1 are rectified by VU.CITY in accordance with paragraph 4.2, then a new limited warranty period will begin for a period of 14 days from the date of such rectification.

EFFECT OF TERMINATION OF THE AGREEMENT

- 5.1. Where the agreement is terminated in accordance with paragraph 4.3 above, VU.CITY shall refund to the customer, and the grant of any licence or access to the Bespoke 3D Model shall terminate and the customer shall immediately cease using the Bespoke 3D Model. For the avoidance of doubt, termination of the Bespoke 3D Model Addendum shall not otherwise affect the Condition or the rights, obligations and restrictions set out therein.

The termination process is included in the statement of work that will be provided for signature before the initiation of the services. These terms do not overrule the framework agreement for G-Cloud.

5. Our experience

Case Studies

Fleet Street Quarter

The proposals put forth by the Fleet Street Quarter Business Improvement District aim to replicate the modifications implemented at Oxford Circus in 2009. These changes would include installing diagonal crossings, eliminating obstacles like railings, and creating broader pedestrian pathways.

The report "Fleet Street Quarter's Era of Change" outlines a total of 34 potential enhancements to the public spaces within the 43-acre BID area. This area extends from Temple Bar in the west to Ludgate in the east, and from Holborn Viaduct in the south to Blackfriars in the north.

Among the proposed improvements is the expansion and greening of sidewalks along Fleet Street, which would involve limiting vehicle access. Additionally, the plan involves removing the eastbound bus lane. At Holborn Circus, the proposals include establishing an urban forest and improving public accessibility. Meanwhile, Holborn Viaduct is envisioned to feature art installations and an infographic celebrating the history of the Fleet river.

The project's team have been working closely with the local residents and stakeholders to shape plans for this new community. The VU.CITY team used a video fly-through to demonstrate the development pipeline and to show how the area will transform over the next five-to-ten years.

Farrells Architects

Farrells champion PlanTech solutions throughout their London projects, and approach designs by looking at the bigger picture. For them, VU.CITY is not just a 3D modelling tool – it brings together layers of invaluable information.

Faster design feasibility

VU.CITY offers an immediate understanding of a design's impact and what's right for the public realm. Creating an interactive digital twin allows Farrells to quickly test multiple design and massing options early on in the process and understand what will work best in context and what is right for the community, client and city.

Multiple functionality and data layers, such as the ZTVs, camera views out from buildings and typology studies, provide a holistic picture of a site and easily show where improvements can be made.

Confident stakeholder collaboration

Being able to clearly communicate designs in VU.CITY's fully interactive 3D context enriches clients and planners' understanding of design proposals, as Farrells have found in particular with local

authorities such as Enfield and Sutton. The team can be confident in discussing project concepts, ideas and the potential planning route as well as have transparent conversations.

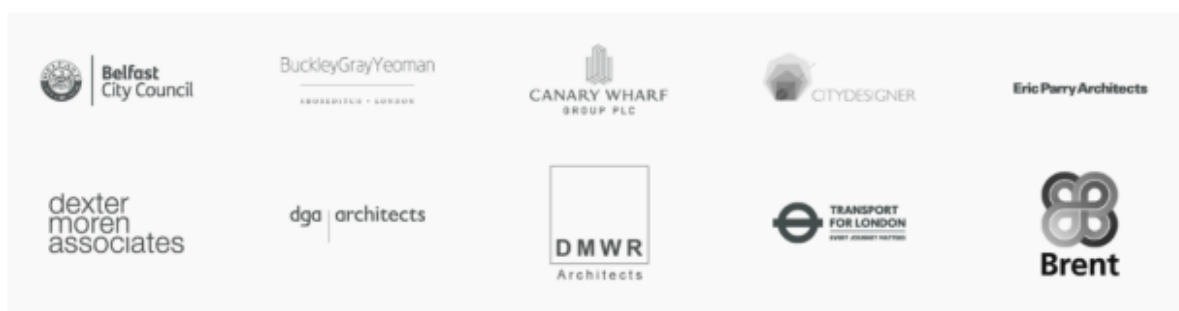
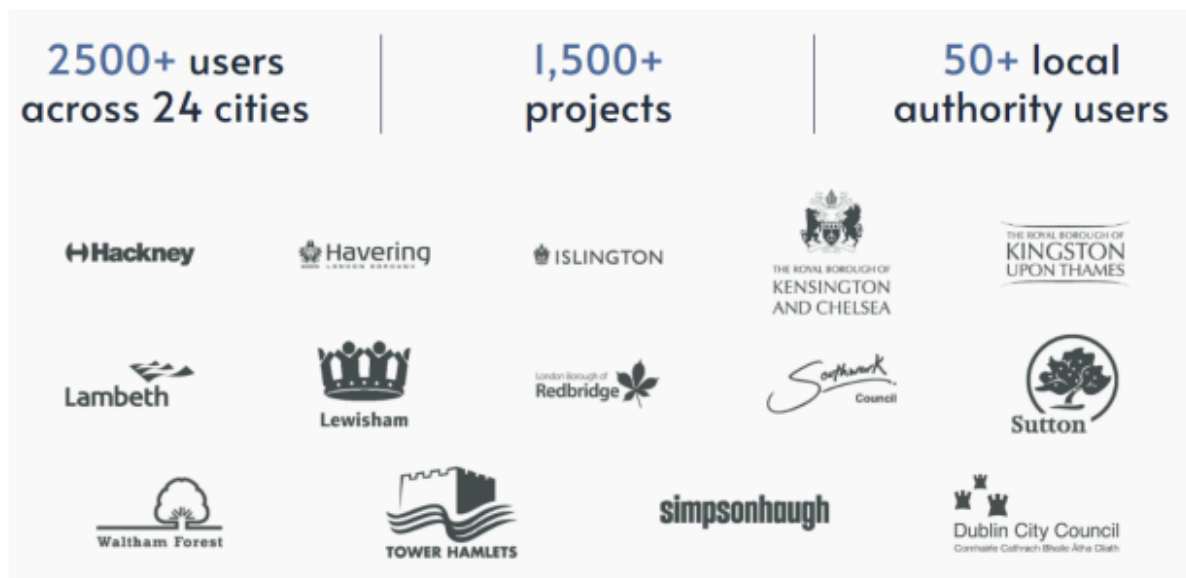
The platform's robust development functionality and data provide a greater understanding of what's happening in the area, available opportunities and other design and planning elements to consider.

Farrells now start pretty much every project by looking at what VU.CITY can tell them about a site.

Links to all our case studies can be found [here](#).

Clients

We are used by over 55 Public Sector bodies including 31 of the 33 London Planning Authorities and Transport for London.



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Modelling Team

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