

G-Cloud 15

Service Definition

**3D City Visualisation Platform for Urban Planning and
Community Engagement**

VU.CITY

Lot 2b Cloud Software

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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.

Gaining access to the 3D City Visualisation Platform for Urban Planning and Community Engagement (VU.CITY) allows public sector bodies to communicate planning policy to all parties and easily assess proposed changes against the policies in an efficient and easy to understand way, thus saving time, reducing ambiguity and increasing trust across all stakeholders.

What the Service Provides

- VU.CITY access gives users a 1-year subscription, complete with remote support, account management and online training of which more detail can be found in the '3. Using the Service' section under headers 'On-Boarding, Off-Boarding, Service Migration, Scope etc.' and 'Training'.
- Customers will gain access to VU.CITY's Hub, which offers an accurate 3D canvas of our cities. Within the Hub, users can collaborate on shared projects with other team members and engage with content created within VU.CITY, including commenting on this content. Accessing VU.CITY's Hub does not require a paid licence subscription. However, while users can interact with the 3D canvas and request bespoke 3D models—a service listed in our Lot 3 Cloud Support—they cannot launch the main VU.CITY platform without a paid licence.
- Access for an organisation to access their chosen city or cities within the platform on PC or laptop only. VU.CITY at this stage is not a mobile-friendly platform.
- Allows urban planners, architects, developers and other stakeholders to collaboratively design and evaluate city plans and developments in an interactive 3D virtual environment. This facilitates teamwork, stakeholder engagement and design iteration.

- Integration of data like demographics, traffic patterns, environmental factors etc. allows virtual simulations and analysis of different planning scenarios to identify opportunities and constraints. This enables evidence-based decision making.
- Photorealistic 3D models of existing and proposed city developments allow intuitive visualisation and evaluation of plans. This improves understanding of proposals.
- Advanced analytics provide insights like optimising land use, simulating traffic flow, mapping environmental impact etc. to aid planning and development.
- The virtual replication of entire cities creates a sandbox for stakeholders to test different development strategies and innovations to improve sustainability, inclusivity and quality of life.
- VU.CITY leverages digital technologies like 3D, AI and data to create collaborative virtual environments empowering better and smarter urban planning and development.
- We have an additional module alongside the VU.CITY called SiteSolve which is a generative design tool plugin. This allows users to select a land parcel and any height constraints and from this generate a buildable, optimal scheme within these constraints, thus rapidly assessing sites that are applicable for development. Access to the SiteSolve generative design module comes at an additional cost, which is outlined 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.

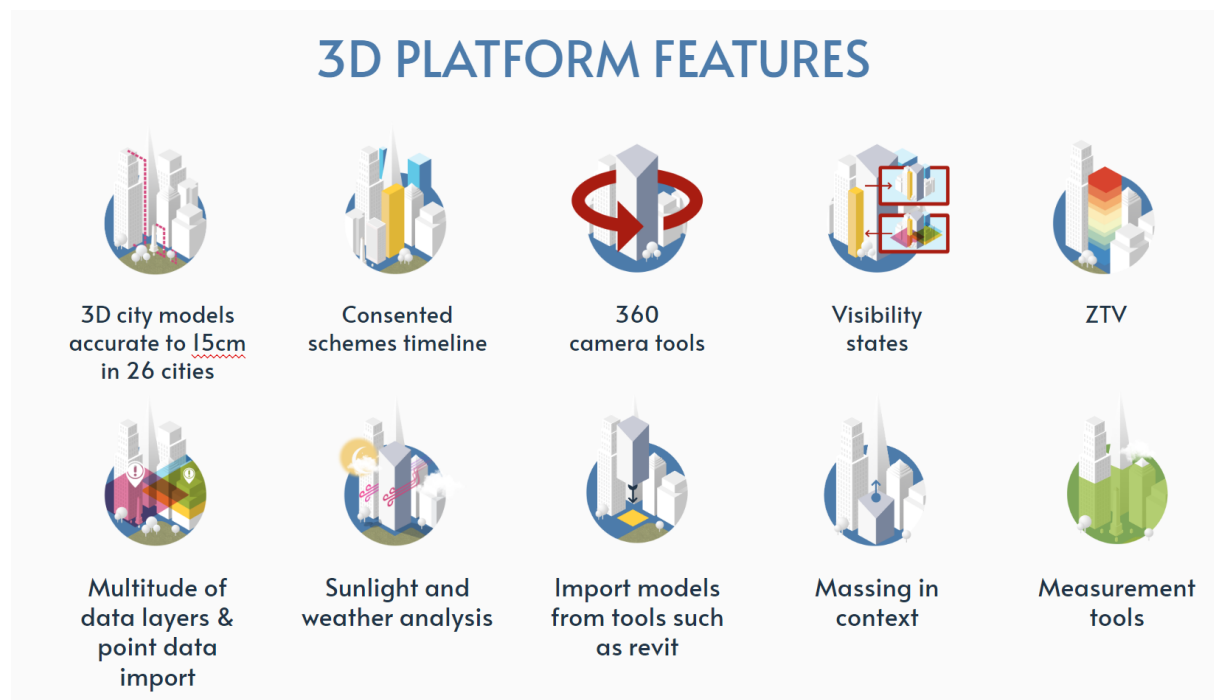
Future Goals and Impact

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

Our 3D platform offers the following basic features:



- **3D City Models Accurate to 15cm in 26 cities** - Our 3D models are created using an aircraft to take aerial photogrammetry and produce topography. The data taken from these images are then used to accurately model our 26 cities across the UK, Ireland, Berlin, Paris, New York and Sydney up to 15cm of accuracy to the real-world.
- **Consented schemes timeline** - In the cities that we offer a city licence for, we will regularly review new building consents and construction timelines. We get early access to these newly consented schemes and model them inside of the VU.CITY platform. There is a timeline slider feature within the platform that will allow the user to slide to a date within the next 10 years and thus manipulate the 3D city model with up and coming developments. We highlight consented schemes in yellow and schemes under construction in blue.
- **360° camera tools** - Our latest 360° camera functionality enables you to present key views, share projects and create interactive images so you can communicate effectively through an immersive experience.
- **Visibility states** - Discover opportunities and limitations with camera tools to study views from bird's-eye to pedestrian level. Place cameras to look out of your design concept to see the views and work out the most desirable units.
- **ZTV** - No more having to work out which views are critical to assess. Run your own Zone of Theoretical Visibility study to see the visual impact of your scheme – all in a matter of seconds. Zone of Theoretical Visibility, also known as a Zone of Visual Influence (ZVI) or Viewshed, is an advanced scoping tool in VU.CITY that shows the effects of a proposed development by letting you instantly see where people can view it from.
- **Multitude of data layers & point data import** - Use planning data layers that are relevant to each city from public and private sector sources. See if your site is near any listed buildings or in a conservation area right away and examine other key factors, such as pollution and public accessibility, to understand the feasibility and impact of your scheme.

- **Sunlight and weather analysis** - Understand the impact of light and weather at an early stage - for any time, any day of the year - in seconds. See how a building might encroach on daylight, where to position windows and balconies, and more. Create corresponding imagery that enhances bids and applications.
- **Import models from tools such as revit** - Import refined designs from external 3D modelling software (Revit, Rhino, SketchUp & 3ds Max + more) and securely share and collaborate on designs.
- **Massing in context** - Insert a plain building easily to test feasibility and make better informed decisions early on with massing functionality.
- **Measurement tools** - Measure and compare heights and distances with any existing, conceptual or approved developments with AOD height tools and point measurements in a 15cm accurate city model.

The current cities we offer a licence for are as follows:

- | | |
|--------------|-------------------|
| ● Belfast | ● London |
| ● Birmingham | ● Manchester |
| ● Brighton | ● New York City |
| ● Bristol | ● Nottingham |
| ● Cambridge | ● Oxford |
| ● Cardiff | ● Portsmouth |
| ● Dacorum | ● Rochdale |
| ● Dublin | ● Sheffield |
| ● Edinburgh | ● Slough |
| ● Glasgow | ● Southampton |
| ● Guildford | ● Southend-on-Sea |
| ● Leeds | ● Watford |
| ● Liverpool | ● Woking |

Associated Services

VU.CITY offers 3D web mapping services, 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.

If the customer would like an area 3D modelled that is outside of our existing city model coverage we can offer bespoke 3D models in various levels of detail. Additionally to this we can also re-model greater detail and fidelity than our existing 3D models if the customer requires. This comes at an additional cost, priced per square kilometre. This is outlined within the pricing document.

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.

Should a public sector customer need fly-through videos, demonstrating a modelled area for project and data visualisation requirements, we offer this service at an additional cost which is set out in our pricing document.

VU.CITY offers services which allow our customers to buy development resources to customise the core VU.CITY platform. 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.

We provide services that offer the delivery 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. 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.

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

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.

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.

Customer-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 potential incidents and 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.

Potential Incidents

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 / Client Information	Staff keep client contact information electronically (in Hubspot)	6 hours

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.

We can take orders via credit card or follow 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.

Pricing Overview

We have a straightforward pricing structure.

To begin using our 3D application our licences start at 1 City licence and 4 Pro User licences, additional users and cities can be purchased at the price listed in our pricing document.

On top of the core VU.CITY application we also offer (in the same way as we offer city access within VU.CITY) access to the SiteSolve generative design module. This is an additional price per organisation, per year and requires an existing VU.CITY licence to be able to purchase.

We can also define any bespoke training and implementation support (although the platform is easy to set up and run) and this is a chargeable service that is also available under our G-Cloud-15, Lot 3 listing and referenced in the pricing document. It is based per 8-hour working day (normally sufficient for most user training sessions). 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.

Availability of Trial Service

We do offer a trial service for 24 hours, this would be manually set up by our Business Development Manager and allows the user full-access to a selected city, the user can easily understand the platform and the power of the features in this time period. To take advantage of our free-trial service please email sales@vu.city or fill in our enquiry form on our website via <https://www.vu.city/trial>.

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

On-Boarding

Prior to any commercial negotiations, Business Development Managers will have already spoken to the potential customer to ensure that all elements of the customers' needs are captured, including data back-up requirements. Business Development Managers will work with various stakeholders inside of VU.CITY to ensure that we can adhere to specific requirements.

An Account Manager will be allocated to the customer when an agreement has been signed and the Account Manager will establish a virtual contact with the customer. After payment terms have been agreed, a licence to the system will be issued. Once the licence is issued the user has access to the system and can start using it immediately. The Account Manager will reach out to the new customer to plan a date for onboarding. If the customer requires in-person on-boarding then this will be seen as Training and will be priced separately as set out in the pricing document.

There is no system configuration to do as the solution is all about adding project specific data into the app and creating new data (mainly images and annotations) within the platform to share with other stakeholders

On first accessing the system the user is greeted with a step-by-step guided tour and also has access to the Knowledge Base.

Both our Account Management team and Technical Support team are available via phone or email support during the business hours of Monday to Friday, 9am - 5:30pm GMT

Off-Boarding

The customer shall have the right to serve notice at least 30 days prior to the expiry of the Initial Term or relevant Renewal Term stating that the customer does not wish to renew the licence or cloud subscription for the VU.CITY Product and/or SiteSolve Software.

In this situation there is the option to download all the data that has been created and uploaded by the user during their term, this can range from any photos, imported 3D models and, but not limited to, excel spreadsheets in the file format that was initially uploaded in. This is easily done from within the application by any users that the VU.CITY project has been shared with unless the file has been set to view only, in which case only the file owner can download. We can support our users in doing this if the customer requires.

Training

Upon first logging in to VU.CITY the customer will be greeted with an interactive, guided tour to talk them through the key features. Topics will cover how to navigate the VU.CITY Hub for collaboration on projects, launching the VU.CITY platform and how to raise queries with our support team.

Our support staff are always on hand during the business hours of Monday to Friday, 9am - 5:30pm GMT should there be an issue.

We offer a comprehensive online Knowledge base here, which offers how-to guides, videos, release notes and best practice advice.

We do offer bespoke training workshops at an extra cost which is outlined in the pricing document, however the solution is very simple to use, and we find our users get up to speed very quickly after their onboarding session.

Implementation Plan

A detailed implementation plan can be provided to the customer on request. However, the implementation process for the operation of the application is very straightforward. The implementation process is supported by our Account Management team and customer onboarding specialists where we share best practices with new customers to ensure they get the most value out of the system and associated processes that can now be unlocked in the whole planning process.

Service Management

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 Definition of Priority 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 business impact. Resolution provided in due course. Examples: Intermittent UI issues, documentation clarification, enhancement requests	16-hour resolution

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

We use all commercially reasonable endeavours to make the Product available 24 hours per day, 7 days per week. Where possible we will perform any maintenance out of standard UK working hours.

Service Levels

We use all commercially reasonable endeavours to make VU.CITY available 24 hours per day, 7 days per week. Where possible we will perform any maintenance out of standard UK business hours (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

All our planned maintenance is carried out outside of UK business hours (9:00am - 5:30pm GMT).

Most of our system updates can be done without downtime of the system so very little is noticeable to our customers.

We operate a formal development, test and release cycle using different environments for Dev, Test and Prod, so by the time we are ready for release we are confident that any issues have been identified and mitigated.

Any planned maintenance that is deemed to affect customers during business hours will be accompanied by an email to subscribed users within a minimum 24 hours' notice before maintenance is scheduled.

We also work alongside our cloud providers to ensure all our servers are correctly patched and maintained.

Financial Recompense Model for not Meeting Service Levels

We do not offer any financial recompense for not meeting Service Levels.

4. Provision of the service

Customer Responsibilities

The customer acknowledges that VU.CITY (including but not limited to each Model) is a computer-generated representation of a geographical location and whilst VU.CITY has used reasonable endeavours to ensure VU.CITY is accurate according to the level of accuracy stated on the Website in relation to the relevant Model, the customer is not relying on VU.CITY to make any decisions and the customer must, itself, validate any plans, designs or outcomes from the Product. VU.CITY shall not be held responsible for the customer's use of or reliance on the Product.

It is the customer's responsibility to ensure that the Product is suitable for the customer's intended purpose and that the customer has obtained any additional licences required to run the Product on the hardware and with any other software which is recommended by VU.CITY.

The customer shall ensure that it has obtained any and all consents, licences and permissions in respect of all Imported Data.

The customer shall not and shall ensure that its Users shall not copy, rent, lease, sell, transfer, assign, or sublicense, the Product or any part of the Product; disassemble, reverse engineer or decompile, create a derivative work of, modify or alter the Product or any part of the Product save as expressly permitted by law; seek to extract all or any part of the data, information or source code held in the Product from the Product; use the Product on behalf of, share the Product with, or permit the Product to be shared with, any third party, even where the third-party is involved in the same scheme or development; use the Product or permit the Product to be used by anyone other than the Users; attempt or provide a means to extract, cache or otherwise store any content other than for what would reasonably be regarded as normal use including for data backup; knowingly use the Product in any manner or for any purpose that violates any applicable law or regulation, or any right of any person including, but not limited to, Intellectual Property Rights, or privacy rights; use still or moving images produced by the Product for any thing other than the use in the planning process; contribute any still or moving images produced by the Product to photograph libraries accessible by third parties, including but not limited to online libraries; use the Product to intentionally distribute viruses, worms, Trojan horses, corrupted files, hoaxes or other items of a destructive or deceptive nature; to interfere with the use of the Product, or the equipment used to access the Product by any other customer or authorised user; to disable, interfere with or circumvent any aspect of the Product; to generate, distribute or facilitate unsolicited mass emails, promotion, advertisements or other solicitations; to access any other VU.CITY or third party product or service in a manner that violates the terms of use of such other product or service; or any still or moving images produced from the Product, in any way that is outside the scope of the rights granted. When the customer uses images rendered by the Product, they must be accompanied by an acknowledgement of VU.CITY's rights using wording "Produced under licence by VU.CITY" or such other similar wording as is contained within Product itself.

Technical Requirements and Client-Side Requirements

At the start of Covid we prioritised the delivery of our platform through the cloud via a "pixel streaming" service. What this now means is that all the heavy processing of our solution is now done in the cloud and as such there is no heavy work done on the local device although we would still recommend the use of a wired network connection and a 100mb/s network line in.

So long as the user's hardware has a current browser then the user will be able to use VU.CITY without any hardware requirements. Should the user want to download and use the VU.CITY desktop app then there will be hardware requirements for which the minimum specifications are:

- Windows 10 64-bit or later;
- Intel Integrated Graphics with support for DirectX 11 or higher;
- Intel 6th generation i5 processor
- 8GB RAM
- 128GB SSD

Other preferences for hardware requirements can be found [here](#).

Outcomes/Deliverables

VU.CITY is helping to analyse projects at an early stage and refine elements of live projects faster and more accurately. Being able to quickly assess a site or stress test things like massing and planning context provides more clarity and objectivity that would previously have taken a lot longer to achieve.

The synchronicity that VU.CITY provides to connect with other big data intelligence is an opportunity for urbanists to evidence with greater certainty, support for development or preservation initiatives.

When VU.CITY is used for educational purposes, it was found students were greatly helped by exploring their conceptual designs in their urban context by using VU.CITY's accurate and immersive city model of London. It gives them greater understanding of their chosen sites and enhances their ability to portray their architectural ideas visually.

What we have seen is that overall, what our platform delivers for our Local Planning Authority customers is more transparency in the planning process, a better understanding of the impact that a proposed scheme will have and more engaged stakeholders along the whole planning process. The deliverables are dependent on how our users use the platform and this is best summed up in the user stories we have on our website [here](#).

Development life cycle of the solution

Our software is developed using Agile methodologies and rituals.

We have an active user community who we consult on a regular basis around new features and our Product Management function then looks to prioritise and design.

We share our roadmap in Product Board and actively seek user suggestions for new features inside of the VU.CITY Hub, which will ask the user 'What would you like to be able to do?' and 'How would this help you?' before finally adding a flag to their feature request. Flags are:

- Not important (While this may be helpful, it is not required to meet our needs)
- Nice-to-have (This would be cool, convenient, or useful)
- Important (This would solve a major need)
- Critical (Without it, we'd consider switching to another product)

We are data driven when it comes to prioritising features by looking at usage data to understand user behaviour.

After-sales Account Management

We have an active Account Management team who engage with our customers throughout the licence term via email, calls and online-meetings and they also analyse usage data to ensure the customer is using VU.CITY and to provide tips to encourage full adoption whilst also educating customers on how to get the most value out of VU.CITY. The Account Management team act as Customer Success representatives throughout the year, collecting feedback, addressing issues, communicating updates and building relationships with the customer and their team and then support the renewal process at the end of the licence term.

We run several network events throughout the year, pulling together like-minded customers to discuss various topics and best practice. Particularly with our Local Planning Authority network we find these sessions very useful to help our licensees understand how other authorities are using the platform and how they are engaging with their private sector stakeholders.

Termination Process

The licence shall continue in force for the Initial Term unless otherwise terminated in any of these circumstances.

- on expiry of the Initial Term
- by notice in writing to the other Party in the event that the other Party shall materially fail to perform or observe any of the obligations on its part to be performed or observed under the Agreement (including non-payment of any sum due under or pursuant to the Agreement) PROVIDED THAT in a case where the breach is remediable such notice shall also require the Party in default to remedy such breach and if so remedied in 30 days of such notice being served such notice to terminate the Agreement shall be deemed void and of no effect.
- VU.CITY shall have the right to serve notice at any time that the licence or cloud subscription to the VU.CITY Product and/or SiteSolve Software shall not be available for renewal at the end of the Initial Term or a Renewal Term. Where such notice is served, the licence or cloud subscription (as relevant) will expire at the end of the Initial Term or relevant Renewal Term.
- The customer shall have the right to serve notice at least 30 days prior to the expiry of the Initial Term or relevant Renewal Term stating that the customer does not wish to renew the licence or cloud subscription for the VU.CITY Product and/or SiteSolve Software. Where such notice is served, such licence or cloud subscription will expire at the end of the Initial Term or relevant Renewal Term.
- Without prejudice to any other rights or remedies to which VU.CITY is entitled, VU.CITY may terminate the Agreement immediately without liability if:
 - the customer shall present a petition or have a petition presented by a creditor for the customer's winding up or the customer enters into compulsory or voluntary liquidation (other than for the purposes of a bona fide reconstruction or amalgamation) or the customer shall have a receiver of all or any of the customer's undertakings or assets appointed, or the customer shall be deemed by virtue of the applicable law to be unable to pay the customer's debts or the customer shall cease to carry on business;

- the customer suffers a change of control within the meaning of section 124 of the Corporation Tax Act 2010;
- the customer challenges or disputes the validity of any of VU.CITY's Intellectual Property Rights or those vesting in the Product and used under licence by VU.CITY; and
- the customer purports to assign any of its rights or obligations under the Agreement without the prior written consent of VU.CITY.

Expiry or termination of the Agreement, for any reason, shall be without prejudice to the rights and liabilities of either party which may have accrued on or at any time up to the date of termination.

In the event of expiry or termination of the Agreement, the customer undertakes that immediately upon the Termination Date, the customer, the Users and any parties acting on the customer's behalf shall:

- cease using the Product; and
- on VU.CITY's request, confirm to VU.CITY in writing, signed by an officer of the customer, that the customer has complied with the above requirements, save that nothing shall prevent the customer from continuing to use the images, still or moving, which were created in accordance with, and during the term of, the Agreement, provided that such use is in accordance with the purposes allowed and that VU.CITY's rights are acknowledged.

In this situation there is the option to download all the data that has been created and uploaded by the user during their term, this can range from, but not limited to, any photos, imported 3D models and spreadsheets in the file format that was initially uploaded in. This is easily done from within the application by any users that the VU.CITY project has been shared with unless the file has been set to view only, in which case only the file owner can download. We can support our users in doing this if the customer requires.

5. Our experience

Case Studies

Lambeth Council

To help form part of Lambeth's Local Plan Evidence Base, VU.CITY was used to assess sites for the potential for tall buildings in Lambeth, in this case Waterloo, and visual impact was assessed using the VU.CITY model.

Brighton & Hove City Council

Brighton and Hove City Council require all major pre-apps and schemes presented to DesignPLACE panel to use VU.CITY's 3D model. The document further advised that on schemes larger than the 50+ residential units or 2,500 sqm of commercial floorspace that VU.CITY is mandatory.

Southwark Council and Farrells

Southwark Council and Farrells used VU.CITY to develop their design code for Hatcham and Ilderton on the Old Kent Road, showing maximum parameter boxes as 3D models.

City of Westminster

On all major applications or developments affecting the Westminster World Heritage Site, LVMF or other significant views, Westminster requests a model of the proposal that can be viewed in VU.CITY.

Oxford City Council

In Policy DH2: Views and Building Heights, Oxford City Council called for the need of 3D models to assess the impact of a development in different locations, including any View Cone views that are affected.

Kingston-upon-Thames Council

On the planning and building control section of RBKT's website, applicants are encouraged to submit 3D models to support the application process.

Over 55 Public sector bodies, including 31 of the 33 London Planning Authorities are using our platform. Links to all our case studies can be found [here](#).

Customers

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

2500+ users
across 24 cities

1,500+
projects

50+ local
authority users

 Hackney

 Havering

 ISLINGTON

 THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

 THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

 Lambeth

 Lewisham

 London Borough of
Redbridge

 Southwark
Council

 Sutton

 Waltham Forest

 TOWER HAMLETS

 simpsonhaugh

 Dublin City Council
Corrhaire Ceathach Shleise Aha Clath

 Belfast
City Council

 BuckleyGrayYeoman
EMERGENCY + DESIGN

 CANARY WHARF
GROUP PLC

 CITYDESIGNER

 Eric Parry Architects

 dexter
moren
associates

 dga | architects

 DMWR
Architects

 TRANSPORT
FOR LONDON
LONDON JOURNEY PARTNER

 Brent

 Rolfe Judd

 MONTAGU
EVANS

 lendlease

 JLL

 iceni

 Historic England

 Hawkins Brown

 Glenn Howells Architects

 Foster + Partners

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