



WU.CITY

Impact Report

Creating the best possible city for all.



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A WORD FROM OUR CEO



How We Create Value

About our organisation



Our Vision:
To create the best possibly city for all



Our Mission:
Delivering a platform to enable collaboration, communication and better decision making

For me, 2023 was a tipping point for both our company and for our industry as a whole.

As a start-up / scale-up business we know the importance of our customers on our journey of becoming a self sustaining business. We have also always known the value that our platform can deliver in supporting a fairer, more transparent and more engaging planning process; one in which all stakeholders can benefit from the insight and understanding that a 3D digital model with associated data, can bring to everyone, including the citizens that we all serve.

We are in a very privileged position of working with both private and public sector organisations in the built environment but until now it has always felt like their priorities differed. But what made 2023 this tipping point year was that for the first time in our existence it felt like all our customers were finally united in the drive to deliver real social value and recognised that we all sit at the intersection of people and place and therefore, if done well, we have the power to shape everyone's lives in profound ways that are fundamental to the quality of life for everyone in our cities.

Now that we are all aligned, I am excited to see where we can all go from here, but transparency, understanding and collaboration, for sure, are at the heart of it.

Our Values



Share the adventure
Embracing the unknown as we go forward together



Be open to inspiration
Be uplifted by other people's achievements



Engage courageously
There will always be challenges; choose courage over comfort



Do what the situation calls for
Understand first and then choose what's right over what's fun, fast or easy



Consciously improve
We never want to rest on our laurels: as individuals or as a team



"Leave it with me"
Own your role fully: responsibility and accountability are cornerstones of success

VU.CITY AT A GLANCE

3 new tools on the platform:



754 more consented buildings visualised



31.15 sq km modelled across Bolton, Southampton, Medway and Dublin to 15cm accuracy



Visibility States Tool

More than 18 million trees

created accurate to height and canopy width



Hide Tool

Incredible new projects in LOD350 for design and planning



Viewshed Tool

600 data layers added for design and planning



Our Pioneering Customers

We have 5,947 public and private sector innovators using VU.CITY



30 London Local Authority Users



481 more Public Sector users across the UK & Ireland



We created our 1st Business Investment District Model



Same day resolution to support requests



Hub annotations and coverage map sales tool released



We had a great time at UKREiif and look forward to attending in 2024

The Creator Summit

The Creator Summit 2023 was our inaugural event in which we brought together VU.CITY's top creators and innovators to share how they've been using our platform to:

- streamline their workflow
- speed up their projects
- and collaborate with colleagues.

The event was a testament to the power of creativity, innovation and collaboration -and has made us excited for The Creator Summit 2024! Watch the video below for the highlights and to find out what our speakers think of VU.CITY.



PRADUMN PAMIDIGHANTAM, SENIOR ARCHITECT BARR GAZETAS

134 trees planted

in the Andes: helping with reforestation as part of our pledge with One Tree Planted



Impact on the Industry

Our Smart City Platform covers the whole of London and 27 major UK and International cities, and is accurate to 15cm, giving you confidence in your decision making. So how was it used by our VU Citizens in 2023?

VU.CITY in Numbers: 2023



renewal rate

167

London licences purchased

2,000+

architects used the platform in 2023

3,400+

models were imported into the platform

5,974

unique VU.CITY Hub customers

6,500

is the average no. of times our customers logged in per month

10%

of 3D sessions were over an hour long

#1 ↑

The Listed Buildings data layer took top spot as most used

861

unique monthly users on average

1.8+ mn

meaningful activities in the 3D app

17,000+

data layers turned on

46,000+

images exported from VU.CITY

VU.CITY in 2023

In 2023, VU.CITY made a profound impact on the built environment industry, with an impressive 80% renewal rate, indicative of the platform's sustained value to its users.

The engagement level was remarkable, as our VU Citizens logged in an average of **6,500** times per month, with **861** unique users contributing to the platform's vibrant community.

Licences for London were purchased across 167 organisations, highlighting the widespread adoption of VU.CITY as an essential tool in urban planning. The platform's versatility was evident in the diverse activities, totalling over **1.8 million**, conducted within the 3D app. Architects, numbering over **2,000**, harnessed the power of VU.CITY, with **10%** of 3D sessions extending beyond an hour.

The extensive use of data layers, with over **17,000** activated, and the importation of **3,400** models highlighted the platform's robust capabilities.

Notably, the Listed Buildings data layer emerged as the most utilised, showcasing the platform's significance in heritage preservation. Furthermore, over **46,000** images were exported from the 3D platform, attesting to VU.CITY's role as a visual communication hub. In summary, the year 2023 marked a milestone for VU.CITY, solidifying its position as an indispensable asset in shaping the future of urban development.



VU.CITY Dublin
Parks & Open Spaces Data Layer



VU.CITY Bristol
Road Noise Pollution



VU.CITY London
Zone of Theoretical (ZTV) Study



VU.CITY London
St Paul's Height Grid

Most Tools Used by Unique Users in 2023?

“ All of the tools [in VU.CITY], can attribute to cost and time saving depending upon the project requirements, and specific planning or feasibility study undertaken. ”



Data Layers



Screenshot Export



Object Highlighter Tool



Extruder Tool



VuStyle



Model Importer



Search Tool



Object Remover Tool



Camera Sidebar Tool



Point Tool



Tag Tool



Timeline Tool

The People We Work With

Architects

We recently surveyed our Architectural customers on how they've integrated VU.CITY into their workflow and found out the following:

Local Authorities

We surveyed our Local Authority customers about how using VU.CITY has impacted their workflow in their pre-application and planning processes and found the following:



Architects



Developers



Local Authorities



Housing Associations



Planners



78% of respondents use VU.CITY 'frequently' on their projects.



75% of our customers save more than 1 week per project.



Saved **£2000** in project setup costs, alongside other additional savings.



The most time-saving feature of VU.CITY recorded in the survey was our **3D Context Model**, with some stating that it is "vital" to saving time on their projects.



85% of respondents stated that VU.CITY effectively communicates complex design ideas with stakeholders.



Customers recorded saving up to 1 month by using VU.CITY for application and decision making processes.



Using VU.CITY for conducting rapid impact analysis meant local authorities saved up to **3 weeks** on their project timeline.



When asked how much time VU.CITY saved by being able to identify design conflicts early on, responses recorded up to **3+ months**.



Respondents recorded savings of up to **3 months** when using VU.CITY to create 3D geo-spatial evidence bases for policy and visualising their projects in their real-world context.



By using VU.CITY to assess urban designs, respondents recorded savings of up to **2 months**.



When asked how many hours were saved by using VU.CITY for application and decision making processes and validations lists, respondents saved up to **1 month**.



Local authorities also recorded savings of up to **1 month** by using VU.CITY to communicate efficiently with their stakeholders.

VU Citizen Stories

The real impact of VU.CITY is best illustrated through tangible results in real projects.

Our platform has played a pivotal role in many projects, and we want to showcase how forward-thinking businesses can effectively communicate the past, present, and future of a development. The practical applications of VU.CITY extend far beyond visualisation, influencing decision-making processes and project outcomes.

Barr Gazetas



“ VU.CITY has definitely sped up our workflow, it’s made it a lot quicker and easier... we can share it with clients and explain how things work in a very legible way and I think that is really important, to communicate to a client whether it’s feasible to do something or not in a visual way, is fantastic. ”

Pradumn Pamidighantam, Senior Architect - Barr Gazetas

N I A Z I
R O D E N

“ We probably can now do in a day what used to take a week. It’s that powerful in terms of the layering and the information that you can glean from it. ”

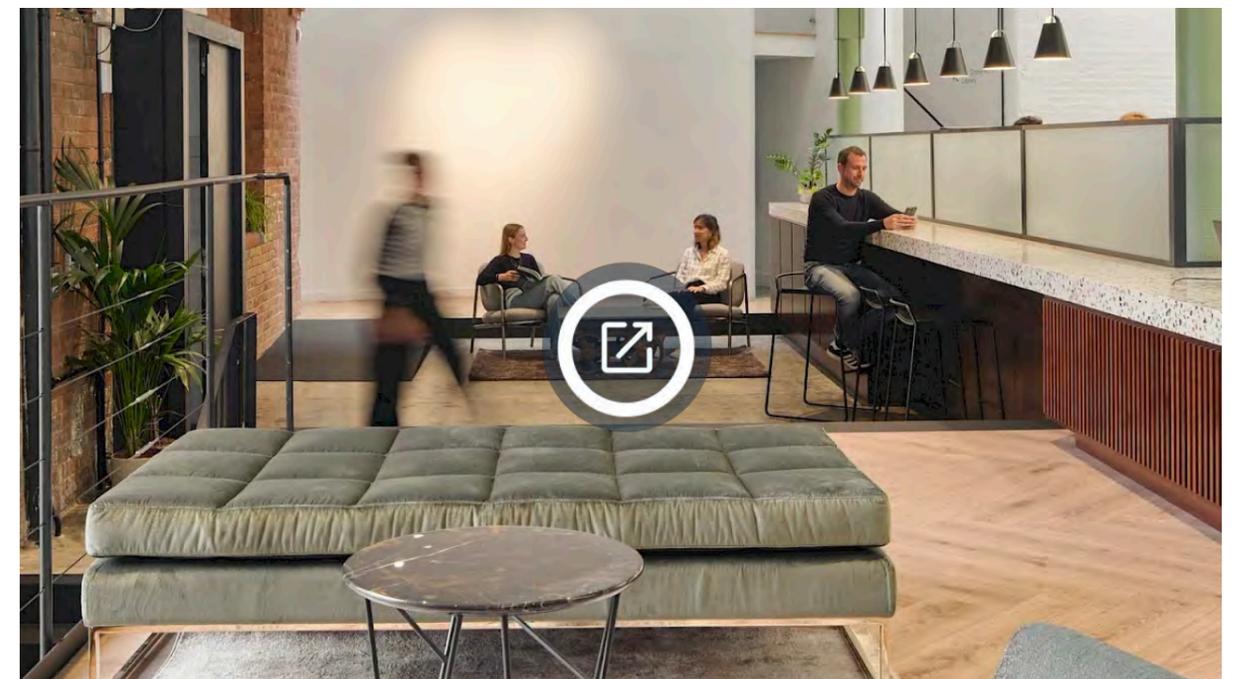
David Roden, Founding Director - Niazi Roden



Pollard
Thomas
Edwards

“ VU.CITY’s platform adds real value to our schemes. From site feasibility to massing studies, the benefits go well beyond the design front. ”

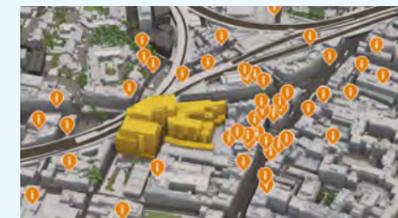
Laura Binaburo, BIM Manager - Pollard Thomas Edwards



What Difference We Make and the Outcomes We Achieve

Navigating evolving legislation in urban planning:

"It helps in determining whether a scheme is contentious or not. Heights, conservation areas and proximity of massing to heritage assets."



Data backed decision making:

"VU.CITY has greatly helped with providing accurate topographical data information on neighbouring buildings which we didn't have survey information for. This has ensured our proposals are tying in with neighbouring context and removes any guesswork."

Saving time and money:

"Allows for Visual impact analysis to be undertaken during discussions with the planners, reducing the number of costly verified views required as viewpoints can be tested in VU.CITY first."

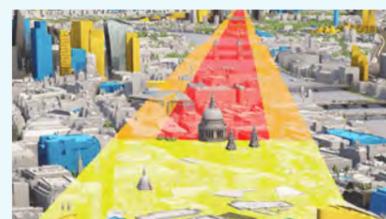


Context is King:

"The 3D Context Model of a specific site has allowed for an in-depth look at the viability of a site, allowing us to prepare a feasibility study for a development. The 3D context allowed us to understand constraints and opportunities on the site."

Communicating with Stakeholders:

"Being able to 'see' where the impacts were greatest and re-model in real-time was a great time saver -- and it automatically produced presentable views to discuss with the client and local authority. Saved time, cost, and took risk out of the scheme (which is priceless)."



Ease of integration:

"Planners are used to the VU.CITY platform and have confidence in accuracy."

Let's Talk About Data: Shaping Tomorrow's Cities

In 2023, VU.CITY continued to revolutionise the built environment industry by capturing and utilising a wealth of dynamic data within the platform, fundamentally reshaping how stakeholders engage with urban development.



"We have worked on a project that is within a strategic view corridor. Although this is not relevant in terms of time savings, it has been helpful that we haven't had to rely on a third party consultant to study the impact, and have been able to test studies in real-time in the office."



By seamlessly integrating 3D spatial data, including buildings, roads, infrastructure, and green spaces, we're able to offer customers a comprehensive view of the physical environment.

This information isn't static. With over 1000 data layers and ongoing efforts to expand, VU.CITY is a dynamic resource, fostering innovation and informed decision-making in the built environment.



VU.CITY Manchester: Greenspace Sites data layer



"VU.CITY allows for Visual Impact Analysis to be undertaken during discussions with the planners, reducing the number of costly verified views required as viewpoints can be tested in VU.CITY first."



How Is the Data Being Used?

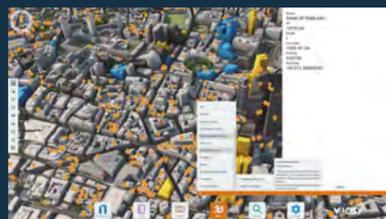
In 2023, VU.CITY has become a transformative force in the built environment industry by providing indispensable data layers that empower clients to make informed decisions.

Here's some examples of how it's been used: Clients leverage information on listed buildings and conservation areas to delve into the historical significance and contextual background of specific locations. This nuanced understanding guides them in formulating development plans tailored to each site's unique characteristics.

The insights gleaned from the data layers are translated into compelling visual representations through screenshots, seamlessly integrated into comprehensive reports. These reports serve as powerful tools for communication and discussion, shared both with local authorities and clients.



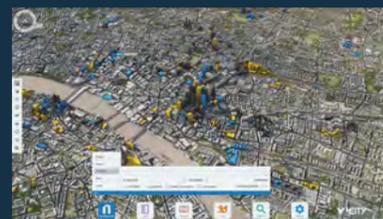
What Were the Most Used Data Layers by Unique Users in 2023?



Listed Buildings



Planning Boroughs



Development Timeline



Monuments



Transport Jam Cams



London Crime Data

From Platform to Practice

In 2023, VU.CITY made a substantial impact on the built environment industry through client success stories that exemplify the platform's quantifiable benefits.

For example, one of our customers used VU.CITY to design a high-quality life science building, leveraging the platform's data visualisation tools.

- The Timeline Tool revealed approved developments
- The Measurement Tool aided context height analysis
- Data layers such as Transport and Shadow Study, along with tools like the Camera Tool, enabled a thorough site analysis

From inception to completion, VU.CITY empowered early challenge resolution, resulting in a high-quality design with improved planning approval prospects.

VU.CITY's role in providing data-driven support showcases its significance in elevating the success of projects within the built environment.



We use VU.CITY from the first day a project comes into the office and we have done since we got it.

David Roden, Managing Director
Niazi Roden



Trinity House life science building, Oxford



Measurement Tool



Timeline



Data Layers



Micro-climate Analysis



Camera Tool

Cross-Sector Impact

The impact of VU.CITY extends across various sectors within the property industry.

Local authorities use the platform to model and simulate the impact of new developments, ensuring sustainable urban growth.

Developers and architects conduct feasibility studies, optimising designs for aesthetics, environmental impact, and compliance with regulations.

In public consultations, VU.CITY is employed to help stakeholders visualise proposed changes, fostering greater transparency and community engagement.

Moreover, **the security sector**, utilises the platform to assess the risk context of specific areas.

In essence, VU.CITY's data-driven approach is not only shaping development plans but also enhancing collaboration, aesthetics, and the overall sustainability of urban environments.

“Planners are used to the VU.CITY platform and have confidence in accuracy... it enables positive engagement with officers and planning authorities.”



You can find a wealth of use-cases where VU.CITY has been used in policy and planning here

VU.CITY in Action

SiteSolve

In 2023, SiteSolve, VU.CITY's generative design tool, became a game-changer in the industry by significantly expediting project timelines.



“What we're trying to do as a company is upskill everybody who lives, works and plays in a city and allows them to use our tools to really understand what the proposed change looks like and feels like for them.”

Claire Locke, Commercial Director at VU.CITY on the power of SiteSolve

Clarion Housing Association stands as a testament to the tool's transformative impact, having streamlined their site assessment process and reducing it from a lengthy 9-month ordeal to a mere half-day with SiteSolve.

They did a trial of 5 generative AI tools, and in Dave's words: "SiteSolve sailed over the top of all of them. Mainly for the usability and actually for the coupling of VU.CITY"

This tool has proven to be a crucial asset in accelerating construction projects of various sizes and forms, aligning with the imperative to foster the prosperity and expansion of towns and cities.

“We've got a site in Birmingham at the minute that took 9 months to get 36 design options, just to suit the same site, and these weren't tweaks of designs, they were completely different options... We could of done that in half a day with SiteSolve.”

Dave Lee, Director at Clarion Housing Group

The endorsement from Dave Lee, Director at Clarion Housing Group, underscores the efficiency gains achieved through SiteSolve, where 36 design options for a site in Birmingham were generated in a fraction of the time it traditionally would have taken.

The tool's influence is further emphasised by a poll we conducted, revealing that **93.6% respondents were considering integrating generative AI into their work, signalling a clear industry-wide recognition of the benefits offered by SiteSolve in revolutionising design processes.**



Learn more about SiteSolve here

Modelling

At a glance in 2023...

31.15 sq km

modelled across Bolton, Southampton, Medway and Dublin to 15cm accuracy



More than **18 million trees** created accurate to height and canopy width

Incredible new projects in LOD350 for design and planning

Explore our portfolio



Industry Influence: A Pioneering Approach



In the ever-evolving landscape of urban planning and development, VU.CITY has emerged as a transformative force, reshaping the way we envision, plan, and build our cities.

The Fleet Street Quarter stands as a testament to VU.CITY's pioneering influence, being the first Business Improvement District (BID) ever to leverage our cutting-edge technology. The decision to employ high Level of Detail (LOD350) models for both buildings and public realm provided a realistic and tangible representation of the proposed changes. This technological solution aimed to engage stakeholders and residents by offering a vivid glimpse into the district's future.

Fleet Street Quarter's success with VU.CITY's 3D modelling platform exemplifies the transformative power of technology in BID vision and execution. As BIDs evolve, integrating advanced tools becomes imperative to convey complex ideas, manage public perception, and secure support for future development. This case study serves as a guiding beacon for BID stakeholders seeking innovative ways to incorporate technology and shape the future of their districts.

As BIDs often collaborate and compete with each other, the Fleet Street Quarter's pioneering use of 3D modelling is likely to set a new standard for communicating visions within the industry. The success of FSQ may inspire other BIDs to adopt similar technological approaches, fostering healthy competition and, in turn, leading to more effective urban planning strategies.

Gordon Ingram, Chairman GIA

Read more here



Taking Quality to New Heights

VU.CITY goes beyond conventional urban planning tools by enhancing the quality of building representations.

VU.CITY's high-fidelity 3D models enable a nuanced comprehension of proposed changes, and empowers decision-makers to drive more informed choices.

Business Improvement Districts are at the forefront of positive change in our urban centres, and advanced 3D modelling can play a pivotal role in their success. VU.CITY being used by the Fleet Street Quarter BID to demonstrate proposed changes, highlights the

significance of collaboration and innovation in revitalising our urban spaces successfully.

When BID's and local authorities use our technology, they can effectively communicate their vision, engage the public, and shape the future of town centres that are economically sustainable and deeply connected to the local culture, in the UK and beyond.



“People will generally accept change, even if it is not necessarily in their own best interest, if they feel that the process that the decision makers went through was a fair one. At VU.CITY we have always believed that a more transparent and easily understood planning process is at the heart of a fair and trusted planning process and as such is at the heart of happy, well served and thriving communities.”

Jamie Holmes, CEO at VU.CITY

[Read the full piece by our CEO, Jamie Holmes here](#)

Our Commitments

At VU.CITY, we are committed to uphold genuine environmental and culturally sustainable practices.

As part of this commitment, we actively participate in the “One Tree Planted” initiative, reflecting our dedication to reforestation efforts.

This initiative contributes to the restoration and preservation of our ecosystems, aligning with our broader environmental goals.

Our Employees

We are committed to up-skilling our employees and providing robust support for their career growth. One of the key avenues for this is through our utilisation of Udeemy and the implementation of training pathways.

Additionally, we have dedicated time every Friday afternoon specifically allocated to Learning and Development for all employees. This structured approach ensures that our team has access to diverse learning resources and opportunities, contributing to their professional development and enhancing their skill sets.

Work-life Balance

At VU.CITY, we prioritise the well-being of our employees by embracing a hybrid working model. This approach allows our team members to strike a healthy balance between their personal and professional responsibilities.



Concluding Thoughts

As we look into 2024, our focus continues to be on building a long-term sustainable business for our people, our clients and the community in which we operate.

We are keen to strengthen our relationships with our clients, whilst continuing to establish partnerships with businesses and organisations across the built environment.

While we are proud of the progress we have made over the past 12 months, we know we have much more to do. We look forward to continuing to listen to our valued VU.Citizens in order to refine and improve our platform for you.

We are committed to continuous innovation, progress and customer satisfaction that is measured to ensure that we are playing our part in delivering the best possible city for all, and we look forward to reporting on that progress at the end of 2024.

Acknowledgements

We extend our heartfelt gratitude to the dedicated team members, valued customers, trusted partners, and all stakeholders who played pivotal roles in contributing to VU.CITY's remarkable success throughout 2023.

Your unwavering commitment, collaboration, and support have been instrumental in shaping the positive impact we have achieved.

Together, we have navigated challenges, celebrated milestones, and forged strong connections, creating a foundation for continued growth and innovation.

Thank you for being integral contributors to VU.CITY's success, and we look forward to even greater achievements in the future.



Get in touch

If you want to find out how VU.CITY can help you and your organisation in 2024, speak to one of our experts today.



www.vu.city/demo