

The Granary  
Hermitage Court  
Hermitage Lane  
Maidstone, Kent  
ME16 9NT

hello@loqiva.com

26th August 2026

Fleetwood, Lancashire

**Re: Delivering Pride in Place to Fleetwood through Digital Town Infrastructure**

Dear Andrea,

We are pleased to enclose a proposal for Loqiva to provide a Digital Town Hub platform for Fleetwood.

This document includes information on the Loqiva approach to creating a digital community, the details of our offering and the proposed pricing schedule for Fleetwood.

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Yours faithfully,

Emily Farnham

Sales Manager, Loqiva Ltd

## Executive Summary

Loqiva is a company that's passionate about place-making, digital technology and community engagement.

### What we do

We provide digital town hubs to BIDs and Councils so that place managers, local businesses and residents can collaborate to create thriving town centres.

### How we deliver

Our hubs are installed and branded for each town or city on a Software as a Service (SaaS) basis. Residents or local employees benefit from a personalised phone app with real-time messaging; local businesses receive access to a web dashboard with innovative marketing tools; and place managers enjoy a comprehensive publishing and analytics suite.

Each hub aggregates data from residents and business activity to generate a unique dataset for each location. This empowers town stakeholders with the right information, at the right place and time, to make informed decisions that drive growth and prosperity.



### Why we do it

Today, towns face increasing pressure to support local businesses, engage communities and demonstrate measurable outcomes.

However, activity is often fragmented across multiple platforms, making it difficult to coordinate initiatives or evidence impact.

The Digital Town Hub provides the infrastructure to bring this activity together, enabling local teams to deliver in a more structured, visible and measurable way.

## Who benefits

Our digital town hubs provide unique features for:

### Residents & Tourists



Local news, events, weather, offers, transport plus more.

### Local businesses



Directory, maps, e-commerce, offers, video intro plus more.

### Place Managers



Content publishing, audio tours, analytics and IoT integrations.

## Loqiva achievements & accreditation

We have had much success in our journey, including:

- Selection as one of the UK's leading technology firms by Future Cities Catapult and Innovate UK.
- Award of the contract for the South London Partnership "InnOvaTe" IOT Tender for the creation of multiple digital apps for local high streets.
- We are:

Certified for local government



Running the latest Monitoring & Recovery Solutions

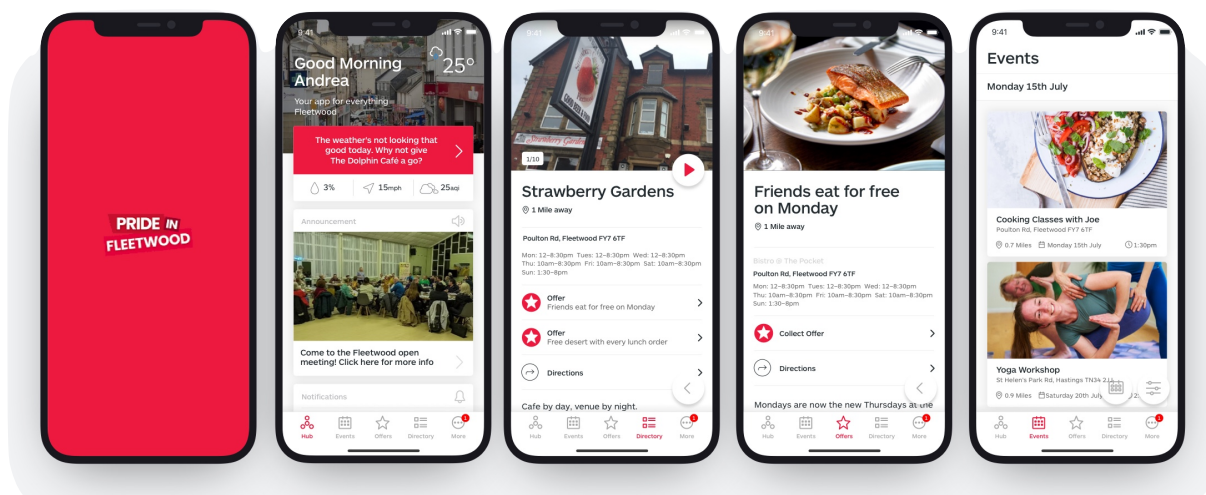


Pen tested to CREST & CHECK standard



## Fleetwood Digital Town Hub

Loqiva would like to partner with Fleetwood PIP Team. We believe our digital town hub platform would be an ideal initiative to promote and support Fleetwood, strengthening engagement, supporting local businesses and enabling coordinated activity across the town.



The services offered by Loqiva are:

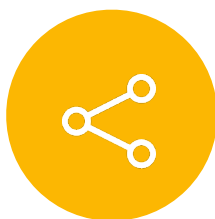
- A shared digital platform connecting residents, businesses and place managers in one location.
- A coordinated communication channel for local updates, campaigns and engagement across Fleetwood.
- The ability for local businesses to increase visibility, participate in campaigns and support local spend.
- A central structure for events, initiatives and seasonal activity to be promoted consistently across the town.
- A comprehensive analytics suite enabling place managers to understand participation, engagement and activity.
- A proven approach to supporting adoption and engagement, based on learnings from other town centre projects.

## Included Features

The Digital Town Hub is a platform to support engagement, boost local businesses, and drive coordinated activity across the town. Rather than acting as a standalone platform, these capabilities work together to help deliver on key Pride in Place priorities.



Apps for iOS  
& Android



Local News  
Feeds



Directory &  
Maps



Surveys



Offers & Rewards



Events



Tours & Trails



Issue Reports



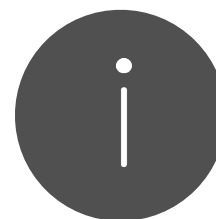
Subscriptions &  
Payments



In-app  
Notifications



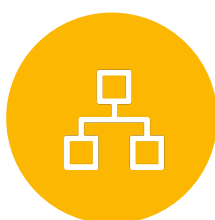
Location alerts



Information  
Directory



Place Analytics



Footfall Counters



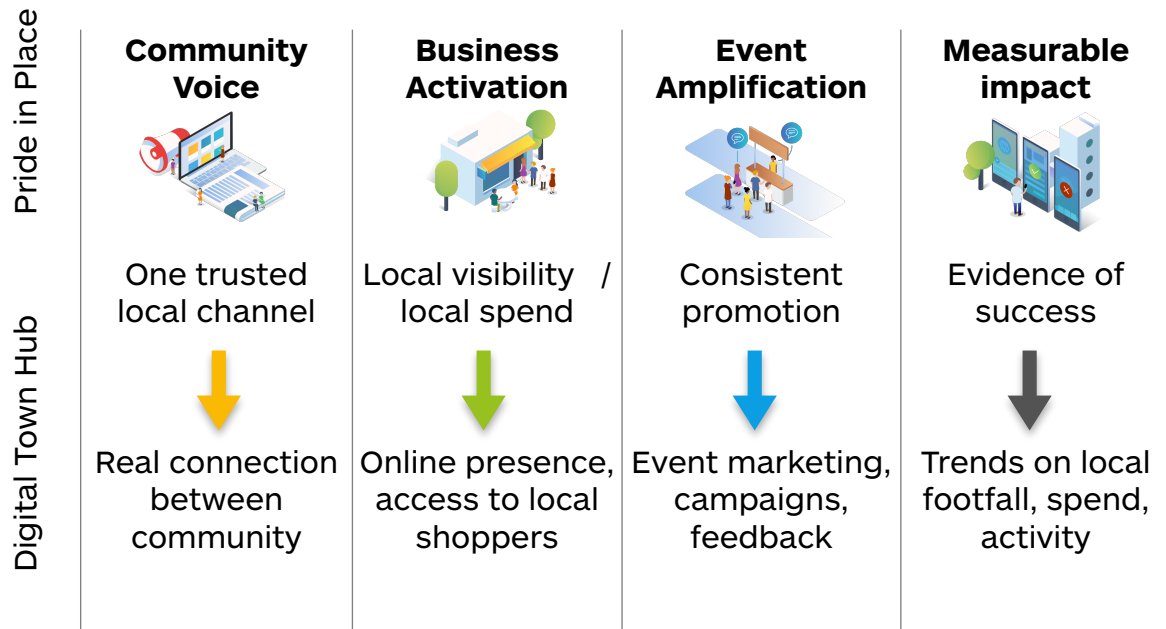
Shop Local



Online Forum

## How the Digital Town Hub supports Pride in Place

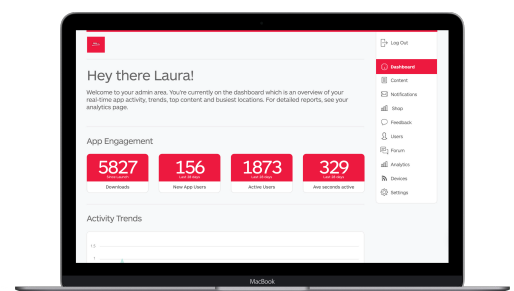
Pride in Place programmes require delivery across four pillars. The Digital Town Hub provides the infrastructure to support each pillar and generate measurable evidence over time.



The Digital Town Hub brings everything into one place, making it easier to plan, manage, and share activity across the town.

It replaces one-off updates and disconnected campaigns with a more joined-up approach, helping businesses, residents, and partners connect with each other.

By combining engagement, events, and business participation, it makes what's happening in the town more visible, with clear insights into what's working.



## How the Digital Town Hub aligns with Fleetwood's plans

Fleetwood's Pride in Place Programme is focused on long-term, community-led investment across the communities.

The Digital Town Hub would support this by giving residents, businesses, community groups and local partners one joined-up place to promote activity, share updates, gather feedback and evidence engagement over time.

| Fleetwood Pride in Place focus               | How the Digital Town Hub supports delivery                                                                                                                                                                   |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Community voice and local decision-making    | Supports surveys, feedback, polls, QR codes and local updates, helping the Pride in Fleetwood Board gather views and show how residents, businesses, young people and community groups are shaping delivery. |
| Stronger communities and local participation | Makes community hubs, charities, clubs, services, volunteering, support groups and local activities easier to find, helping residents connect with what is available locally.                                |
| Town centre vitality and local business      | Gives businesses and partners a practical digital channel to share profiles, offers, events, opportunities, support updates and campaigns, helping promote the town centre and local economy.                |
| Green, coastal, leisure and community assets | Promotes parks, green spaces, leisure facilities, coastal activity, walking routes, events, maps and local stories, helping residents and visitors discover and engage with Fleetwood's key assets.          |
| Programme visibility and evidence            | Brings project updates, campaign activity, engagement data, event promotion and reporting into one place, helping the programme communicate progress and evidence participation over time.                   |

**This means the hub is not separate from the local plan; it becomes one of the practical ways Fleetwood can communicate, activate and evidence delivery.**

## How businesses and community organisations join the Digital Town Hub

The Hub can onboard businesses, community groups, charities, clubs, cultural organisations and other local partners. The annual licence includes an initial invitation and onboarding process, after which each organisation can manage its own profile and activity.

| 1. APPROVE                                                                                 | 2. INVITE                                                                                       | 3. ACTIVATE                                                                                                                               | 4. GROW                                                                                           |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Fleetwood supplies or approves the contact list and the local organisations to be invited. | Loqiva issues the initial branded invitation and registration route for approved organisations. | Organisations register, claim their account and add their own profile, events and updates; businesses can also add offers where relevant. | The Customer Success Manager reviews uptake, provides training and recommends follow-up activity. |
| Organisation list / approval                                                               | Branded invitation                                                                              | Self-service organisation account                                                                                                         | CSM review & guidance                                                                             |

### Included in the annual licence

The initial branded invitation, account set-up guidance, training resources and Customer Success review are included. Fleetwood/ Fleetwood District Council retains the local relationships and ongoing engagement with participating organisations.

If Loqiva is asked to run sustained outreach, chase non-responders or manage profiles and content on Fleetwood's behalf, that activity is scoped under Managed Service.

The Digital Town Hub includes an in-platform support widget for customers, businesses and community organisations. Platform-related tickets, such as login issues, dashboard questions or content upload queries, are handled by Loqiva. This helps reduce pressure on the PIP or place team and gives users a clear route to get help.

## Your Customer Success Manager

Every Loqiva client is assigned a Customer Success Manager as part of the annual licence. The CSM is Fleetwood's ongoing point of contact from onboarding and launch through to established use of the Hub.

### What the Customer Success Manager provides

| Activity                    | Description                                                                                                                    |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Onboarding & launch         | A clear implementation plan, configuration guidance and launch readiness support.                                              |
| Training                    | Admin training, guidance for participating local organisations and additional walkthroughs where the team needs them.          |
| Adoption & engagement       | Regular review of participation across businesses, community organisations and users, with recommendations to increase uptake. |
| Campaign guidance           | Ideas, examples and practical advice on community engagement, offers, trails, notifications, events and other Hub features.    |
| Analytics & outcomes        | Help interpreting platform data, campaign performance and evidence for boards, reporting and future planning.                  |
| Product & technical liaison | A route into technical support, support tickets, integrations, new functionality and the Loqiva product roadmap.               |

The meeting cadence is agreed around the project stage: more frequent support can be used through onboarding and launch, moving to regular monthly success reviews once the Hub is established.

**Customer Success is included in the licence.** Managed Service does not buy better access to support; it buys additional delivery capacity where Loqiva is asked to undertake agreed operational work for the client.

## Annual Licence and Managed Service

The annual licence is designed for Fleetwood to operate the Hub with at the support of a Customer Success Manager alongside the team. Managed Service is available where Fleetwood wants Loqiva to take responsibility for agreed operational delivery.

| Activity                       | Annual Licence                                                                                        | Managed Service                                           |
|--------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Platform, hosting & updates    | Included                                                                                              | Included                                                  |
| Named Customer Success Manager | Included                                                                                              | Included                                                  |
| Training & technical support   | Included                                                                                              | Included                                                  |
| Local organisation onboarding  | Fleetwood leads ongoing relationships; Loqiva provides the initial process, training and CSM guidance | Loqiva undertakes agreed outreach and onboarding activity |
| Content & event population     | Fleetwood, partners and participating organisations manage content                                    | Loqiva manages agreed content activity                    |
| Campaigns, tours & trails      | CSM provides ideas, examples and guidance                                                             | Loqiva builds agreed campaigns / tours                    |
| Notifications                  | Fleetwood schedules and sends                                                                         | Loqiva manages an agreed schedule                         |
| Reporting                      | Analytics access and CSM interpretation                                                               | Loqiva produces agreed reports / summaries                |

The annual licence covers access to the Digital Town Hub platform, hosting, updates, support, business/community access, content tools and reporting. Optional extensions and third-party costs are shown separately so customers can clearly see what is included and what may need further scoping.

## Optional extensions

The core Digital Town Hub can be extended where Fleetwood wants the same local content to reach additional channels or support transactions. These elements are shown separately so that project costs can be budgeted clearly.

| Extension             | What is required                                                                                                                                                                                                                                                                                                               | How it is priced                                                                                                                                                     |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Digital Displays      | Compatible web-enabled Android TV screens, with power and internet. Loqiva provides the dedicated TV app and secure PIN setup to link each screen to the Digital Town Hub. Each screen can have location-specific settings, including slide numbers, timings, family filtering and non-compete filtering by business category. | Screen hardware, installation, mounting, power and internet are the customer's responsibility. Screen software is charged at £25 per screen per month.               |
| Website / API sync    | Hub content can feed into Fleetwood's website so profiles, events and other content do not need to be maintained twice. Fleetwood should contact their website provider/developer where integration is required. Loqiva can liaise with them, provide API guidance and join a technical scoping call.                          | Standard feeds/API access are included where available. Website-side development or third-party website costs are not included unless separately scoped with Loqiva. |
| E-commerce / Payments | Businesses can use the relevant shop / payment functionality when activated. Any applicable payment-provider, transaction or additional service charges are confirmed before launch.                                                                                                                                           | Activation and applicable charges are itemised before activation.                                                                                                    |

Digital displays use the same Hub content rather than creating a second content-management task. This means local events, business and community information, and programme updates can be published once and distributed across app, web and physical screens.

## Pricing and Investment

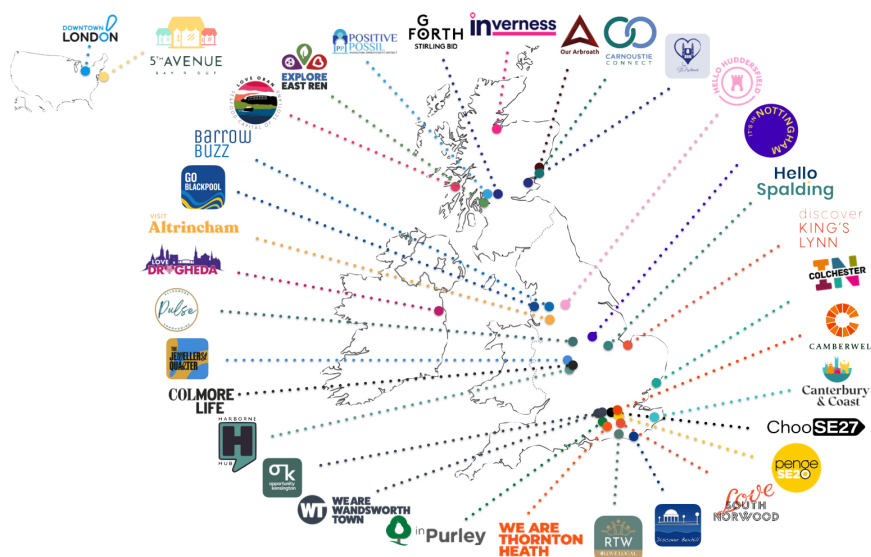
The annual licence includes the branded platform and app, set-up, training, technical support and a named Customer Success Manager. Optional services are shown separately so you can see exactly what is included and what requires additional delivery.

| Item                   | Description                                                                                                                           | 1 Year fee               |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Software licence       |                                                                                                                                       |                          |
| Loqiva Platform & App  | SaaS hosting, branded app and web hub, platform updates and SSL                                                                       | £10.5k per annum         |
| Included with License  |                                                                                                                                       |                          |
| Set-up & configuration | Loqiva set-up, branding and configuration                                                                                             | £0                       |
| Training               | Admin training and local organisation training resources                                                                              | £0                       |
| Customer Success       | Named Customer Success Manager, success reviews, analytics guidance and adoption support                                              | £0                       |
| Technical support      | Platform support and technical escalation                                                                                             | £0                       |
| Google Cloud           | Google Maps usage within Google free tier / as incurred                                                                               | As incurred              |
| Optional Extras        |                                                                                                                                       |                          |
| Managed Service        | Agreed operational delivery: business and community organisation outreach/onboarding, content, campaigns, notifications and reporting | £6k per annum            |
| Digital Displays       | Per-screen software plus any required display / Android hardware and installation                                                     | Quoted separately        |
| E-commerce / Payments  | Activation and applicable transaction/payment charges                                                                                 | Quoted before activation |
| Custom integrations    | Additional website/API development outside standard feeds                                                                             | Subject to scope         |
| Price (ex VAT)         |                                                                                                                                       | £16,500                  |

\*Google Maps and other third-party services may require a customer payment method or credit card. A small local marketing budget should also be allowed for print and distribution of launch assets supplied by Loqiva, such as posters, window vinyls and QR materials. Any third-party or local print costs are the customer's responsibility unless separately agreed.

## Reference Projects

Loqiva has digital town hubs across the UK at various stages of maturity. We would encourage you to speak with our clients about their experience of working with our team, and how our technology has facilitated engagement within their place.



## See the Digital Town Hub in action:

Digital Town Hub overview

[Watch the short overview video.](#)

Place example video

[See how local content and place activity can be brought to life.](#)

## Case Studies

See attached case studies for:

- [Arbroath Pride in Place Case Study](#)
- [Camberwell Community-Led Case Study](#)
- [Blackpool Digital Town Hub Case Study](#)
- [Nottingham Digital Town Hub Case Study](#)

**Please contact us for any further information that you may find useful.**