

βετα
streets

STREET DESIGN
REIMAGINED

www.betastreet.co.uk

Towns and cities are constantly changing, evolving and reinventing

The streets and places within, and the routes that connect them, are ever changing too

Making change isn't easy. It takes time, effort and money

We want people to get involved in design, but technical language and plans are barriers

People need to be shown that change is possible, they can participate, and can be positive

There wasn't any software to enable this to happen, so we made BetaStreets.



Andy Heather



Co-founder

Tech & Product Development

Designer and engineer on high profile projects London Cycle Hire, London 2012 Olympics & highway and street design projects

Moved into visualisation pushing boundaries of CGI imagery, immersive experiences and app design within street design, traffic and transportation

Andy develops high end CGIs and visualisations, including fly throughs and immersive imagery

Works with local authorities, consultancies, transport bodies and advertising agencies in the UK and internationally

Jon Little



Co-founder

Collaborative Design, Partnerships and Special Projects

Project engagement and design specialist with broad range of public and private sector experience

Planning and delivery on major projects including London 2012 Olympics, London Cycle Hire, Arsenal FC Emirates Stadium and major regeneration projects

Works with project partners and places to develop strategies and proposals for major active travel programmes and deliver the required structural and organisational change

Recently drafted Active Travel England (Department for Transport) best practice guidance on project engagement

BetaStreets is a street design tool for anyone.

Users combine photos of the present, with models of assets to make their vision of the future in minutes

It has the potential to change street design, making it more accessible to more people

Placing imagery front and centre reduces the need for technical terms and complicated plans

Developed using the principles of continuous improvement including a free demo available for feedback in return.

Browser based meaning continual updates refining and improving a family of software solutions using the BetaStreets engine.





RURAL TRANSPORT ACCELERATOR



RuralStreets

Data capture (data agnostic)

Deployment on 3 live active travel projects

120 participants

150+ comments, ideas and designs

Outcomes absorbed into design development



BetaStreets Engage 360

Community engagement and collaborative design tool built with the BetaStreets engine

Map-based engagement portal that hosts 360-degree street level imagery of the project area

Users can pin the map or open images to highlight images or opportunities.

Photos of examples from elsewhere can be added to the map-based discussion

Users combine 360-degree imagery, with models of assets from the library of things to make immersive 3d virtual worlds in minutes.

Design ideas can be rated by other users, and comments can be made on other users uploaded content

Provides wider benefits including a social value return on investment of £3.30 for every £1 spent

Purpose built for collaborative design and engagement





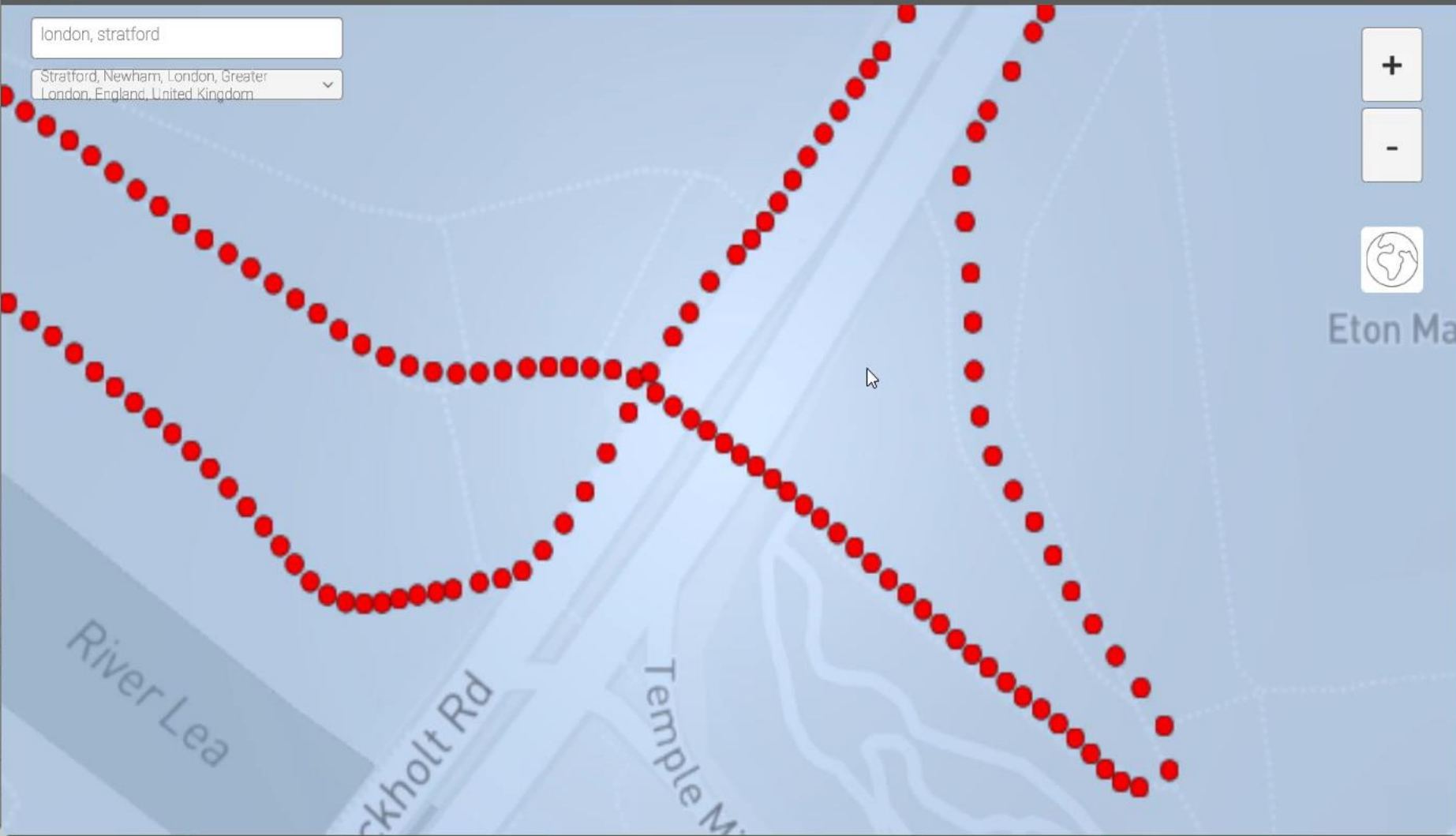
Map

london, stratford

Stratford, Newham, London, Greater London, England, United Kingdom



- Library
-SEARCH
- People
- Plants
- Play Equipment
- Road Markings
- Sign



Traction

Steady growth and traction since we formed

Increased revenue year on year

800 users registered

50+ public sector/private commercial users

Averaging 5 new subscribers a week on BetaStreets

Collaboration with Lime Bikes and projects with LB Camden and Greater Cambridgeshire Partnership



Growth

Expanded core team and capability through appointment of UI/UX expert and technical director and consultancy specialist

Successful on application for Crown Commercial Services Transport Technology Framework RM6347

Expanding client base and collaborations

Actively seeking funding and collaborative opportunities

Plan to review progress and organic growth at end of March 2026 with a view to grow significantly in 2026 and onwards

New products and services supporting long term growth and expansion





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