



the future fox

PLACEBUILDER PRICING 2025-6

	Starter	Plus
Scope		
Administrator logins	2	5
Projects	1	1
Surveys	6	Unltd
Map surveys	-	1
Months duration	6	12
Population		
5,000	£3,000	£3,500
10,000	£3,000	£3,500
25,000	£3,500	£4,000
50,000	£4,125	£5,500
75,000	£4,500	£6,000
100,000	£4,875	£6,500
150,000	£5,063	£6,750
200,000	£5,250	£7,000
250,000	£5,438	£7,250
300,000	£5,625	£7,500
400,000	£6,000	£8,000
500,000	£6,375	£8,500
600,000	£6,750	£9,000
850,000	£7,125	£9,500
1,000,000	£7,500	£10,000
2,000,000	£8,250	£11,000

	Starter	Plus	Corporate
Scope			
Administrator logins	2	10	Unltd
Departments	1	1	Unltd
Projects	Unltd	Unltd	Unltd
Surveys	Unltd	Unltd	Unltd
Maps	-	Unltd	Unltd
Months duration	12	12	12
Population			
5,000	£3,750	£5,000	£6,250
10,000	£4,875	£6,500	£8,125
25,000	£6,000	£8,000	£10,000
50,000	£8,250	£11,000	£13,750
75,000	£9,000	£12,000	£15,000
100,000	£9,750	£13,000	£16,250
150,000	£10,125	£13,500	£16,875
200,000	£10,500	£14,000	£17,500
250,000	£10,875	£14,500	£18,125
300,000	£11,250	£15,000	£18,750
400,000	£12,000	£16,000	£20,000
500,000	£12,750	£17,000	£21,250
600,000	£13,500	£18,000	£22,500
850,000	£14,250	£19,000	£23,750
1,000,000	£15,000	£20,000	£25,000
2,000,000	£16,500	£22,000	£27,500

	Starter	Plus	Corporate
Platform set up			
Custom URL placebuilder.io/yourorganisation	✓	✓	✓
Hub pages and project landing pages	✓	✓	✓
Core website pages: Home, About, FAQ, News/"You said we did", Privacy Policy, Terms and Conditions of Use	✓	✓	✓
Responsive design for all devices	✓	✓	✓
Quick-start templates for standard project types eg Local Plan, traffic consultation, policy engagement	-	✓	✓
Branding & content management			
Unlimited website pages and navigation menu for all your project content and external links	-	✓	✓
Colour selector to customise the site to your branding	✓	✓	✓
Upload your logos with hyperlinks	✓	✓	✓
Detailed font and style customisation	✓	✓	✓
Embed any interactive media: video, online meetings, charts, GIS, Power BI, brochures, interactive spatial data maps, before & after slider tool	✓	✓	✓
Image cropping tool for easy image setup	✓	✓	✓
More info popups and drop-downs for optional detail: rich media, text, data visualisations	✓	✓	✓
Interactive timelines	-	-	✓
Engagement & interaction			
Survey creator with 13 survey question types including multiple choice, image, emoji scales, drag and drop rank, open text boxes of any length, document/image upload etc	✓	✓	✓
Quick polls for pulse setting	✓	✓	✓
Flexible survey structure: skip logic, optional/mandatory	✓	✓	✓
Digital document structure template for statutory consultations, Local Plans etc	-	✓	✓
Easy to use interactive map questionnaire, custom zoom and boundary	✓	✓	✓
Polygon draw tool & survey (Eg Local Plan Call for Sites)	-	✓	✓
Satellite view map background	-	✓	✓
Codesign map & budgeting tool	-	✓	✓
Participant counters	✓	✓	✓
Data layers on interactive map questionnaire (serviced on provision of GIS files)	Add on	Add on	Add on
Document chatbot: accurate, closed-system, embedded chatbot for personalised engagement with documents	Add on	Add on	Add on

Features

	Starter	Plus	Corporate
User registration			
Flexible demographic survey: Optional, mandatory and customisable fields	✓	✓	✓
Unique identifiers and anonymisation	✓	✓	✓
“Save and come back later” option for longer consultations	-	✓	✓
Cache across projects to reduce repetition	✓	✓	✓
24-hour cache to support users with low internet connectivity	✓	✓	✓
Communication and notifications			
Social media buttons	✓	✓	✓
Email capture, optional or mandatory per project	✓	✓	✓
Email campaigns (upload and manage distributions lists, send campaigns)	-	✓	✓
Social media promotion: cost-optimised, targeted campaigns	Add on	Add on	Add on
Reporting and insight			
Instant consultation reports: automatic, detailed docx results report, with all consultation responses and respondent IDs, in one click	✓	✓	✓
Real time engagement statistics and participation map	✓	✓	✓
Real time survey results statistics and charts	✓	✓	✓
Real time result maps, filterable by topic or subtopic	-	✓	✓
Demographic segmentation charts	✓	✓	✓
Export all data or filtered selections as Excel, CSV or Shape	✓	✓	✓
AI-powered comment analysis	up to 3,000 comments	up to 10,000 comments	up to 25,000 comments
AI usage policy templates	✓	✓	✓
Instant tagging (up to 110 topics per project, set by you)	✓	✓	✓
Comment summaries	✓	✓	✓
Includes comment summaries in automated report	✓	✓	✓
Topic citations	✓	✓	✓
Sentiment	✓	✓	✓
Keywords and phrases	✓	✓	✓
Sentiment heatmaps of map comments	-	✓	✓
Comprehensive reports with ConsultAI: Topic detection, document/email/letter analysis, and traceable statutory report creation.	Add on	Add on	Add on
Strategic analysis maps: Interactive, filterable maps with administrative boundary filters, sentiment analyses, and demographic segmentation	Add on	Add on	Add on

	Starter	Plus	Corporate
Workflow & project management			
Easy to use administrator dashboard	✓	✓	✓
Instant publishing	✓	✓	✓
Quick-start tools: project cloning, drag and drop editor and page default settings	✓	✓	✓
Detailed setup tools: page-by-page configuration	✓	✓	✓
Consultation scheduler: pre-set launch and close dates	✓	✓	✓
WYSIWYG editor and HTML options	✓	✓	✓
Permission levels: site, project, editor, look-don't-touch	✓	✓	✓
Security, privacy and accessibility			
Cyber Essentials certified	✓	✓	✓
GDPR compliant, IPO registered	✓	✓	✓
Accessible design, WCAG 2.2 AA compliant	✓	✓	✓
99.95% uptime guarantee	✓	✓	✓
UK data storage for technical and personal/sensitive data	✓	✓	✓
Unlimited database storage	✓	✓	✓
Two-factor authentication (2FA)	✓	✓	✓
Standard or use your own Privacy Policy	✓	✓	✓
Support and best practise			
Dedicated, specialist Customer Success Manager	Add on	✓	✓
Guided training and setup support for your 1st engagement	✓	✓	✓
Platform template tailored to your requirements	✓	✓	✓
Refresher training session	-	✓	✓
Platform support documentation, tips and good practise guidance	✓	✓	✓
Unlimited technical support for troubleshooting 9-5 M/F	✓	✓	✓
Faults reported (by phone or email) to the support helpdesk are logged and initiated within 4 working hours	✓	✓	✓
Invitation to our Digital Solutions Panel	-	✓	✓
Exclusive access to our innovation and pilot features	-	✓	✓
Additional project templates and/or support	Add on	Add on	Add on

This list is not exhaustive and additional features are added regularly.

Everything is best seen in the demo to see how these features can meet your needs.

We can also provide end-to-end support for launching your engagement, ideal for time-sensitive consultations or teams who don't have in-house capacity:

- We'll run a requirement gathering workshop with you
- We'll confirm the necessary assets (images, content etc) you'll need to provide
- We'll build and populate your platform, with 2 rounds of revision included
- We'll perform a Quality Assurance process prior to launch
- We'll launch and then monitor your engagement, checking in with you during
- We'll be on-hand to answer any platforms questions you have throughout
- We'll download and provide you with your data exports following completion

Type	Fee
Booster package - core pages and first survey	Included in subscription
Booster package - up to 6 chapters	£2,250
Booster package - large consultation over 6 chapters	£4,820
Custom service	SFIA rates

Digital engagement is multifaceted. We provide services to help you optimise engagement rates and 360-degree satisfaction.

Our standard additional services can be complemented by similar services using our published SFIA rates.

Service	Fee
Additional training session (90 mins + set up, follow up)	£350
Social media campaigns	£2,800 + ad placements
Multi partner project	£2,000 per organisation per year
Additional comments for AI analysis	£1,000 per 5,000 comments £1,700 per 10,000 comments
Comprehensive reports with ConsultAI: Topic detection, document/email/letter analysis, and traceable statutory report creation.	49p-£2 per comment, with 15% discount (see ConsultAI on the Digitalmarketplace for details)
Custom report	SFIA rates
Strategic feedback analysis map	£1,500
Custom mobile interactive data visualisation	£500 each, up to 5 data layers
Social media insights map	£1,600 + data fees
Custom domain	£900 + domain fee
Embed in your website	SFIA rates

- Notes
- Prices exclude VAT
 - Subscriptions payable annually in advance
 - Other population sizes available

Purchase type	Discount
Extended subscription: annual	-7.5%
Bulk purchase over £20k services	-5%
Purchased in combination with ConsultAI	-15%



Get in touch

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