



# the future fox

## PLACEBUILDER SERVICE DEFINITION 2025-6

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# INTRODUCTION

**The smartest way to engage communities – maximise inclusivity, boost productivity with AI, and streamline your consultations**

Our cloud software, PlaceBuilder, is an inclusive digital engagement platform for governments and planners to get more responses to consultations, understand their communities better than ever before, and take forward decisions with confidence.

## **Why PlaceBuilder?**

**Maximise reach & inclusivity** – Visual polls, interactive maps and mobile-first surveys make it easy for everyone to take part, while demographic dashboards show exactly who you've reached and where to boost outreach.

**Work at the speed of AI** – Automated sentiment analysis and theme clustering surface the “so-what” of thousands of comments in minutes, not weeks.

**Proven at every scale** – Trusted by HM Government, the Scottish Government, Devon County Council and Lewisham Council on projects touching 10,000 to 3 million residents, PlaceBuilder projects have been recognised as best practise and innovation by RTPi and other industry bodies.

**A genuine customer focus** – From your first meeting with us, you'll see how collaborative we are; our roadmap is driven by customer needs that brings the latest technology *that works* for statutory and informal consultations, and our dedicated customer support is second to none.

# INTRODUCTION

**PlaceBuilder is designed in collaboration with local authorities, for statutory and informal consultations:**

## **Local Plans (Regulation 18 & 19)**

Publish easy-to-navigate lengthy documents, run compliant surveys with document upload and Call-for-Sites polygon inputs, and let the AI engine deliver section-by-section insights ready for your team.

## **Active Travel & Streets**

Crowd-source ideas on interactive maps, invite residents to drag-and-drop measures in a gamified co-design tool, and distill insights using the filterable heat-maps that pinpoint support and opposition by location.

## **Inclusive Engagement**

Combine picture-based polls for harder-to-reach groups with targeted landing pages and social-media boosters. Demographic segmentation charts track equity in real time so you can adapt before closing day.

## **Key outcomes**

Whether you're shaping national policy or redesigning a single high street, PlaceBuilder equips your team with the engagement, analysis and reporting power to:

- **Reach broader audiences** – meet communities where they are, on any device.
- **Build confident cases** – trace every decision back to transparent data.
- **Deliver on time and on budget** – keep projects moving with streamlined workflows and export-ready reports.

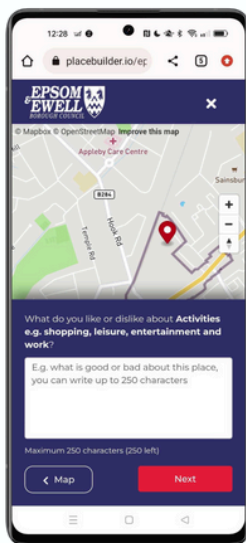
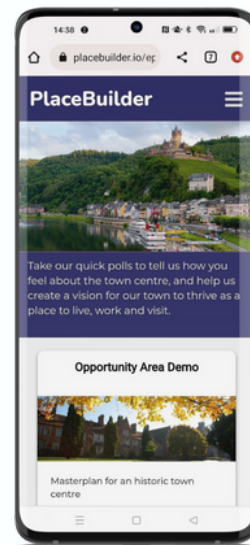
PlaceBuilder is the smartest way to engage communities, helping you listen better, decide faster and deliver places everyone can believe in.

# KEY FEATURES

Designed with cost and time-saving features, our platform enables you to manage multiple projects under a single cost, thereby streamlining approval processes. Trusted insights, GDPR compliance, and cybersecurity norms offer peace of mind while ensuring high standards of quality assurance.

## Quick start visual polling

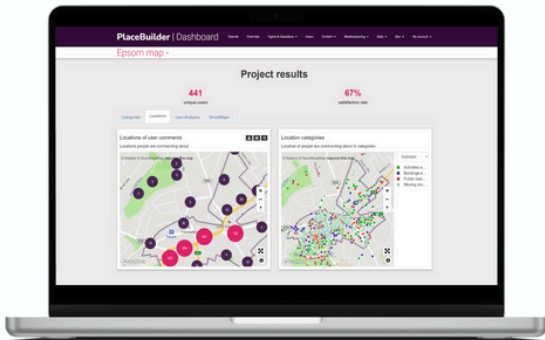
PlaceBuilder has a user-friendly, mobile-first platform set-up, and tools to help you make the most engaging and successful consultations. Quickly set up fully customisable polls, with multiple question formats designed for maximum conversion, to get the actionable, geospatial data you need.



## Easy to use, interactive mapping

With PlaceBuilder's leading engagement data and insight, you can make planning decisions with confidence. Our advanced mapping solution shows you what, and where your community's priorities are. Unlock your community's preferences and create people-focused places.

## Trusted insights



Get quality, credible insights and save weeks of analysis effort, by deploying cutting edge data science direct to your dashboard. Join the best of the industry – 100% of our clients recommend us with references, and rate our service and software as Excellent.

## Quick and easy setup

PlaceBuilder offers a training package that gets you started in just an hour, with an intuitive platform and a dedicated support team to help you along the way.



## Cost-effective social media service

Short of time to get the word out? No worries, you can boost your engagement with our cost-optimal social media service, and you can target specific age groups or demographic profiles to ensure inclusive results.

# KEY FEATURES

Flexible survey options	✓	Multiple question formats, easy set up
Interactive mapping	✓	Map pins, polygons or imagery, for rich geospatial data
Proven AI text analysis	✓	Save hundred of hours of time with precise AI
Real time charts and maps	✓	Over 30 different types of analytics tools
Dedicated customer support	✓	First project setup on your behalf, ongoing support
Easy to use admin dashboard	✓	Fully flexible editor controls, drag and drop, with clear overviews
Align to your brand	✓	Customise with colours, fonts, imagery
User centred design	✓	Industry leading conversion rates = more actionable data
Targeted social media	✓	Improve demographic reach, increase engagement
Secure and compliant	✓	UK servers, Cyber Essentials, AI ISO 42001 compliant



# JOIN THE PIONEERS

**Explore the trade-offs. Balance the budget.**

Our mobile-first, easy-to-use and fun web-based tool, is designed for a modern, mobile and time-poor audience. The tool aims to engage younger audiences and seldom-heard groups, and bring communities into the challenging discussions on the trade-offs in designing new developments, via a fun, 5-minute experience on their mobile phones.



## Save time and money with AI

We're pioneers in AI. PlaceBuilder is the first UK digital platform with GPT-powered features. Our proprietary feature summarises your lengthy consultation responses at the touch of a button, providing key themes and topics.

To save local authorities months of time per consultation

“ I have read through the proposal of all the sites recommended for the sustainable house plan. The road from Clowne cliff hill running all the way through to the coalite is a notorious death trap with a lot of fast traffic. Yet at the Clowne site you propose 1500, between Shuttlewood Road and Oxcroft 200 house and if possible on the coalite site a further 800. There is no mention of any alteration to the road structure. I live in Stanfree and with all this traffic do you not think that my enjoyment is going to be affected by all the traffic that keeps passing through a rural village at great speed. I also have trouble getting out of my drive now which may I add you have been no help with whatsoever telling me just to take more care. With more traffic on the road this is seriously going to make me getting out of my drive even more dangerous. Also during winter months Cliff hill is a nightmare with cars sliding up and down and abandoning cars and this is where you want to build a ghost junction for the estate?????? This is ridiculous unless you are going to completely design the road infrastructure then expect a lot of more accidents. Also no mention of transport for Stanfree there isn't a single bus pass through here. You state affordable housing 25 houses or more so really all you are doing is making is less affordable for local people and more for the people who can't afford to live in Sheffield but work there and cause even more trouble on the already accident prone junctions of the M1. I think this area is no longer an area you can call rural as it's a recently built development in Stanfree already. Clow

### Magic summary

The proposed plan to build 1500 houses between Clowne and Oxcroft, and 800 on the coalite site, without any alteration to the road structure, will cause more traffic and accidents in the already dangerous rural village of Stanfree.



# BENEFITS



## **Cost-Efficiency & Procurement**

**Streamlining:** With a PlaceBuilder subscription, manage multiple projects under one cost. Procurement is simplified with only one approval process, saving time and resources.



**Unified Collaboration:** Our platform promotes cross-departmental teamwork, making it easier to track progress, share learnings, and foster continuous improvement.



## **Quality Assurance & Compliance:**

Our platform adheres to the highest standards of data security, maintaining GDPR compliance and cybersecurity norms.



## **Continuous Improvement &**

**Innovation:** Regular updates ensure you're always working with our most advanced tools. You're also invited to contribute ideas and help shape our product.



## **Consistency & Recognition:**

PlaceBuilder guarantees consistent branding and a higher engagement rate. Being part of our award-winning platform enhances your industry standing.

**700%**

more engagement  
than online  
surveys

**100%**

demographic  
representation  
goals

**42%**

increase in public  
realm capital  
efficiency

**28%**

our industry  
leading conversion  
rate

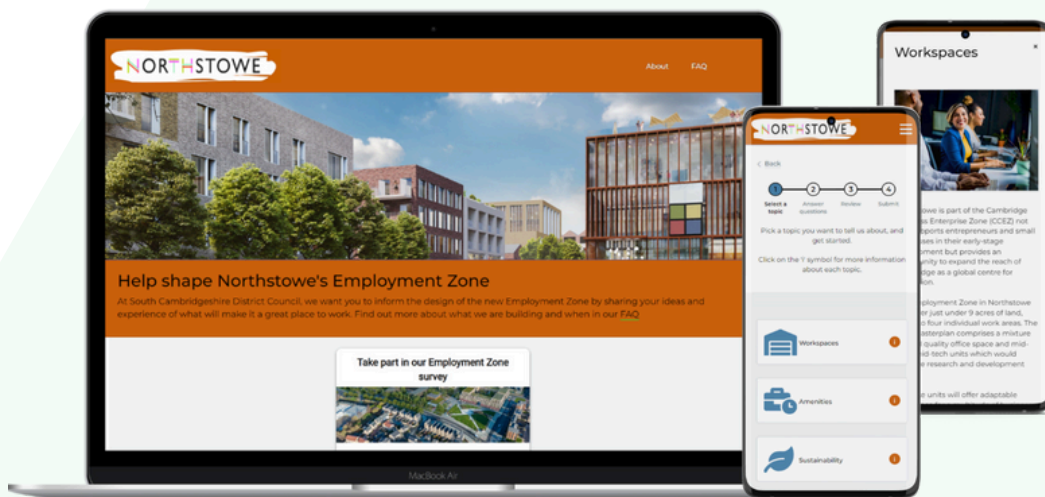
**70%**

average user  
satisfaction rate

**100%**

Recent customer  
satisfaction rate

# TESTIMONIALS



"It's much more engaging and clear than the other platforms we've seen. We're really excited to launch!" **Kate Swan, South Cambridgeshire District Council**

"The engagement rate was fantastic, and we have tangible results. The dashboard was very useful to keep track of how things were going." **Harry Burchill, Epsom and Ewell Borough Council**

"PlaceBuilder made it easier for us to incorporate community feedback into our designs. This is vital to build trust." **Josh Learner, Lewisham Council**

"Placebuilder is a key aspect of Transforming Places Together - Scotland's 5-year Digital Strategy for Scotland, 2020" **Liz Pringle, Head of Digital Planning, Scottish Government**

"Accessible, the quality was fantastic"  
**Jodie-Ann Bernard, Department for Levelling Up, Housing and Communities**

# SECURITY

PlaceBuilder is built with data security at its core, our web application is based in UK only servers and runs on all modern web browsers, on any computer, mobile phone or tablet with an internet connection

- ✓ All project data is stored in the UK
- ✓ The Future Fox is Cyber Essential Plus certified
- ✓ Data breach incidents are managed following our strict Data Breach policy
- ✓ Every care is taken to protect personal data from incidents (accidentally or deliberately)
- ✓ Our system has built-in alerts for common compromise indicators
- ✓ Administrators can also report incidents to us at any time through their Account Manager or the Helpdesk, by email, phone or in person
- ✓ Incidents are prioritised within hours and high priority incidents are dealt with immediately



# SERVICES

The Future Fox team understands the intricacies of delivering robust and thoughtful online engagement. Harness the full potential of PlaceBuilder with our expert advice, training, and services.

Every PlaceBuilder customer benefits from dedicated support and training. Our Customer Success team are enthusiasts driven by a genuine passion for our product, and the variety of projects that local authority officers need to deliver. Our team are available to ensure you get the very best out of PlaceBuilder and any add-on services like AI and social media advertising that you may need.

Whether you're seeking guidance to enhance the use of our existing solutions or aiming to expand your product knowledge to achieve your objectives, our committed team will guide you in identifying the tools and best practices you need. Our primary goal is to help our customers achieve their objectives and witness measurable results.



	Starter	Plus	Corporate
<b>Platform set up</b>			
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	-	✓	✓
<b>Branding &amp; content management</b>			
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	-	-	✓
<b>Engagement &amp; interaction</b>			
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



	Starter	Plus	Corporate
<b>User registration</b>			
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	✓	✓	✓
<b>Communication and notifications</b>			
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
<b>Reporting and insight</b>			
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	✓	✓	✓
<b>AI-powered comment analysis</b>	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
<b>Workflow &amp; project management</b>			
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	✓	✓	✓
<b>Security, privacy and accessibility</b>			
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	✓	✓	✓
<b>Support and best practise</b>			
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.**



**Get in touch**

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