

PlaceMaker

Empowering planners to shape sustainable places

G-Cloud 15 Service Definition

Site Assessment

Representation Management

Document Builder

Digital Local Plans

Custom Analysis & Services

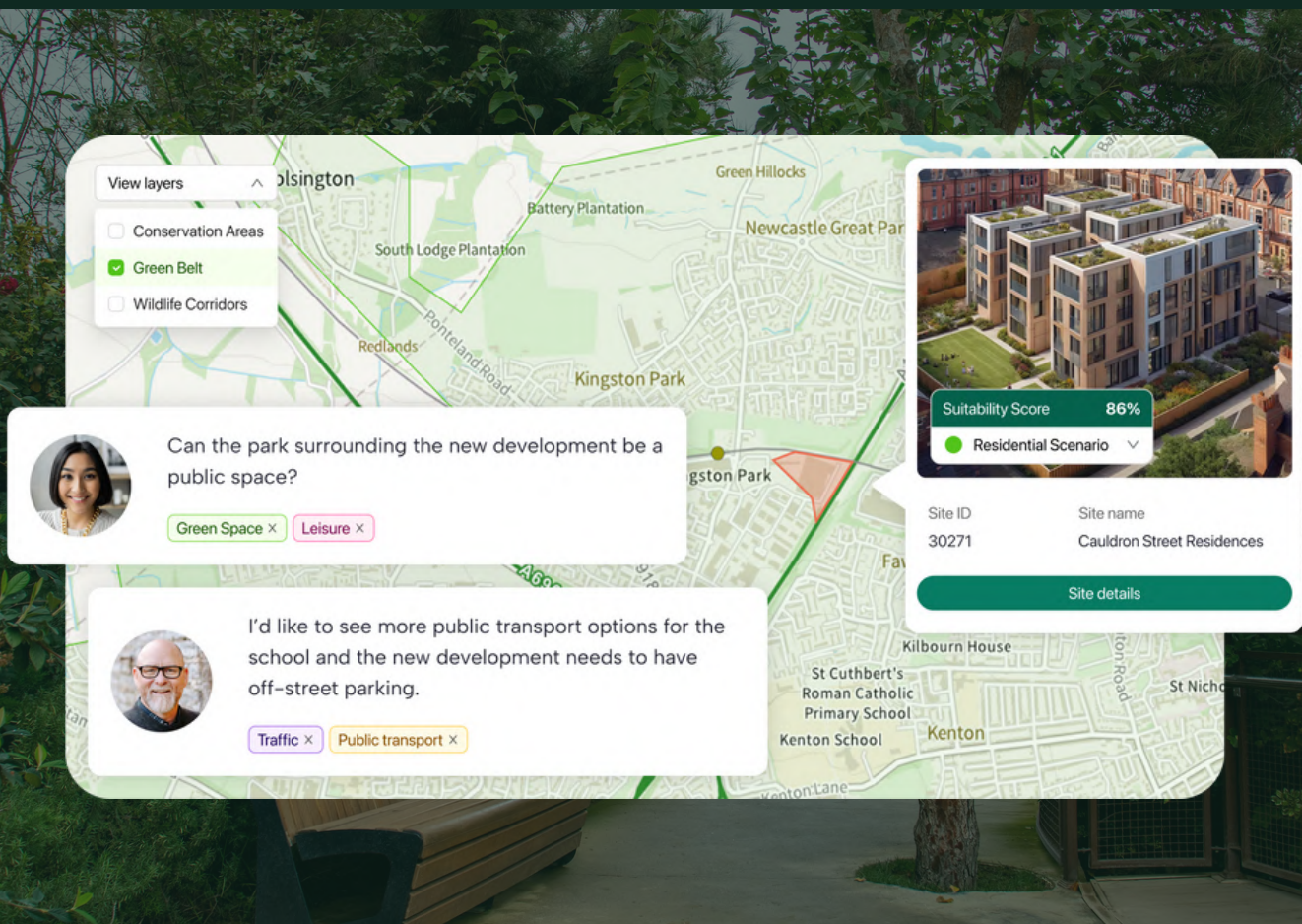


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About Us

01

The Urban Intelligence Team

We're a combined team of planners, data scientists and technology experts, on a mission to empower planners to shape sustainable places. We know that in order to do that, they need to have the best tools for the job. That's why we've built PlaceMaker, the ultimate digital local plan platform. PlaceMaker makes it easy for every planner to understand their sites, create the evidence that they need to make effective decisions, and communicate and engage with the public.





Daniel Mohamed MRTPI FRSA
Founder & CEO

Urban Intelligence began in 2014 when Dan completed a six month long task of transcribing local plan representations. He wanted to solve the issues he'd come into planning to fix. However, instead of remedying issues like housing and climate change or improving citizens' quality of life, he was overwhelmed with administrative processes.

More than ten years on, Urban Intelligence now has a thriving community of PlaceMaker councils that see the value in using technology to revolutionise their ways of working in planning, and unlock capacity to think "outside the box" and tackle some of the biggest challenges facing our society.

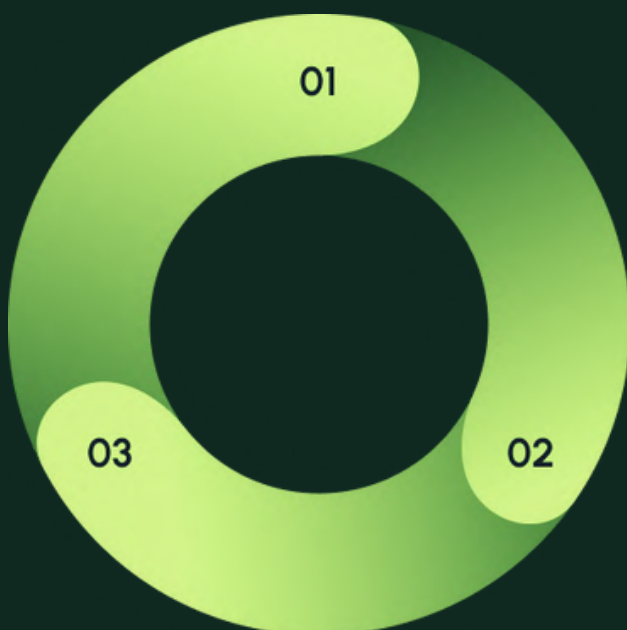
Mission & Values

02

Financiers have FinTech to allow them to work within the complex financial sector. Healthcare professionals have technology to scan, monitor and diagnose complex health issues. For those carrying out the complex work of planning cities and neighbourhoods, tackling a housing crisis and future-proofing our communities for generations to come, planners need tools that have been built with their needs in mind.

That's why we've created the digital local plan-making tool, PlaceMaker. Made by planners, for planners. The software has been based on our team's previous experience as planners and is co-designed and iterated alongside PlaceMaker councils from across the country.

We believe that planners deserve a product that's built around their needs. They need something that is easy to use and helps them do their job faster and with greater accuracy, amidst policy changes and resource pressures – because planning has the potential to improve lives.

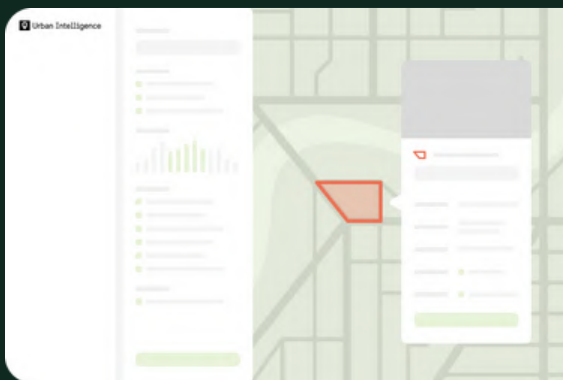


- 01 Evidence** – Analyse and create robust evidence on sites, areas, population, environment and create policies and strategies.
- 02 Engage** – Communicate this evidence effectively to stakeholders and allow them to interact with and shape the direction of the plan.
- 03 Implement** – Integrated monitoring tools creating a fully streamlined and complementary system.

PlaceMaker: Our Digital Local Plan Software

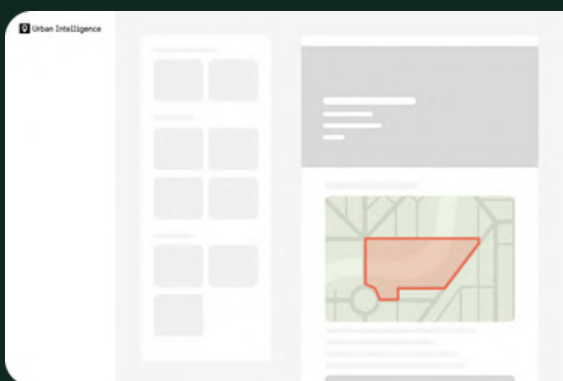
PlaceMaker combines specialist tools for local plan evidence, site assessment, engagement and representation management within a single platform, enabling an end-to-end workflow for modern local plan-making.

These capabilities are delivered through two integrated modules that can be used independently or together:



Sites Module

Run Call for Sites exercises, assess sites and test site selection strategies to create structured local plan evidence.

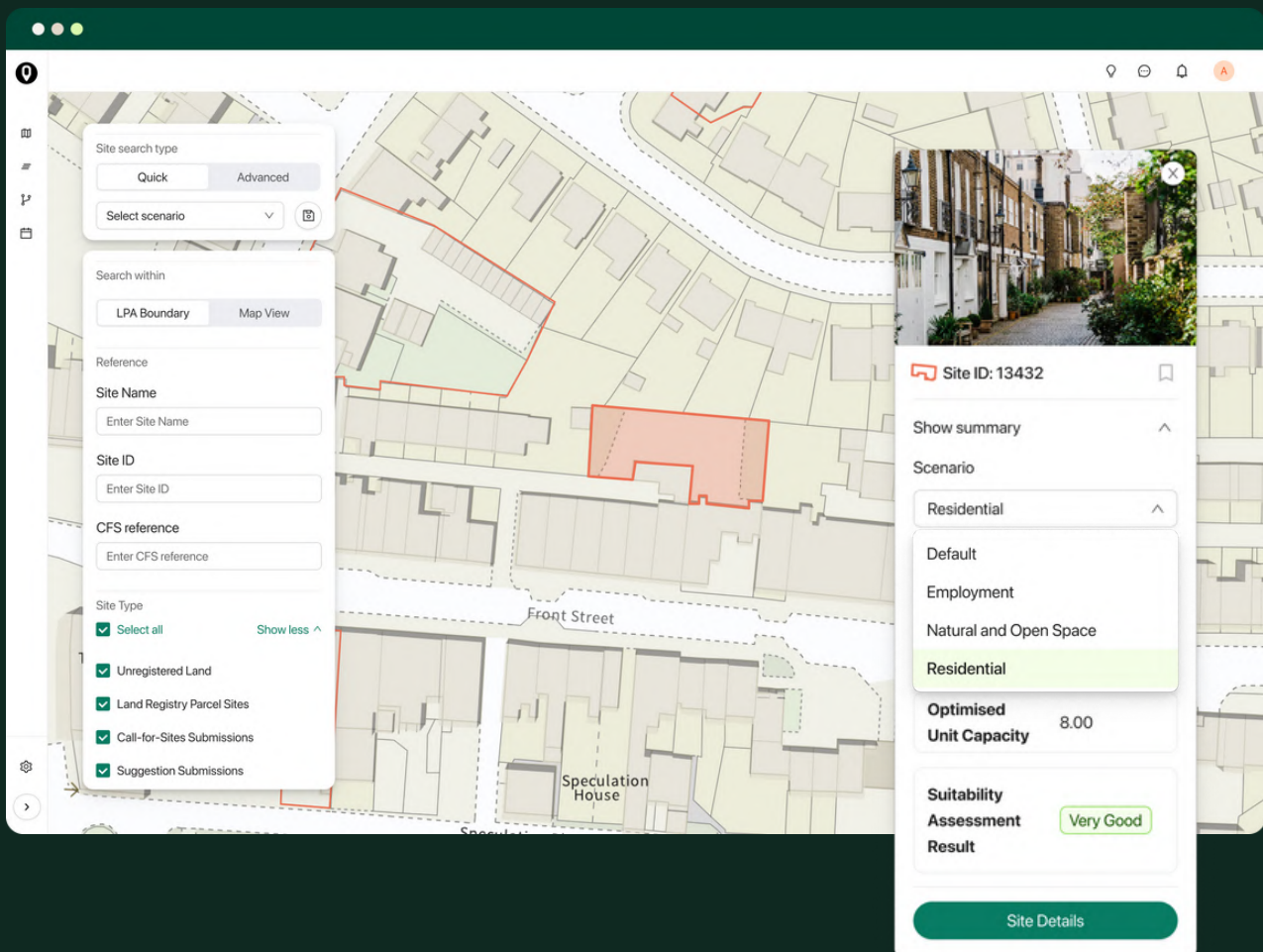


Engagement Module

Create interactive, accessible consultation materials, evidence reports and digital Local Plan documents, and manage representations efficiently.

Scan the QR code to take a look at our quick 2-minute video explaining all you need to know about PlaceMaker.





Sites Module

Identify, assess and manage the sites you need.

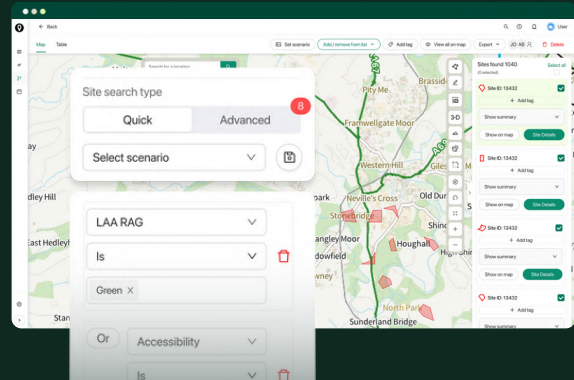
The Sites module is the evidence base for every site across your authority. Here you can combine your council-owned data sets and Call for Sites data with public data from Land Registry, ONS and more. Automate assessments at scale, leaving no stone unturned, using consistent criteria to assess every site. You can then dig deeper in each site's details page, to carry out closer inspection of accessibility, capacity, suitability and more.

This provides a structured foundation for local plan evidence, linking site assessments directly into the wider plan-making process.

With the Sites module you can also manage and categorise assessed sites, review the potential outcomes of site selection and development scenarios. This allows planners to build evidence cases for new and innovative ideas, supporting data-driven decision making and allowing planners to think creatively about their local challenges.

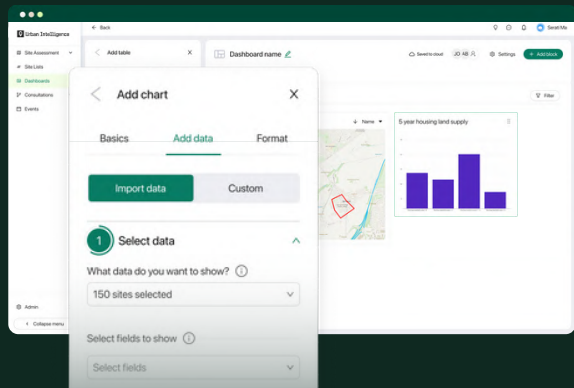
Advanced Search

Choose from Quick or Advanced Search features to use a wide range of variables including constraint overlaps, ownerships, existing uses and more to filter your sites, and identify new opportunities.



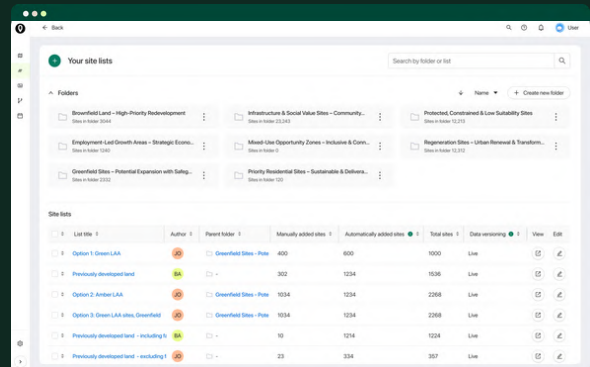
Dashboards

Visualise, monitor and report site assessment data with ease. Create maps, graphs, charts and tables to display the data that matters to you making use of templates or starting from scratch.



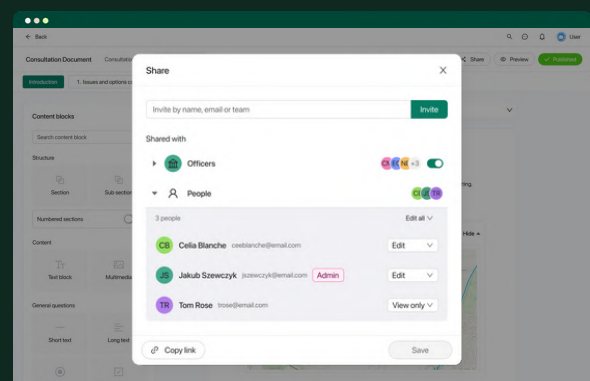
Site Lists

Manage, analyse and export your sites with Site Lists. Organise your lists in folders and calculate total areas, capacities and more. Create Static Lists or Live Lists which provide realtime reporting on your sites.



Users and Permissions

Enable smoother, secure collaboration across your organisation with Users and Permissions features across the whole PlaceMaker platform. Set editing or viewing permissions to teams or individual users for important information like Site Tabs, Site Lists, dashboards and documents.



Engagement Module: Doc Builder

Build interactive consultation documents and reports.

Save time building digital reports and documents with our drag and drop document builder. Integrate the Sites module directly into reports, or build engaging consultation documents with embedded questions and interactive site maps. Doc Builder enables you to visualise your data and tell the story of your local plan in a mobile-friendly, interactive format. Documents created in PlaceMaker form part of a consistent digital plan library, supporting clearer consultation stages and evidence traceability over time.

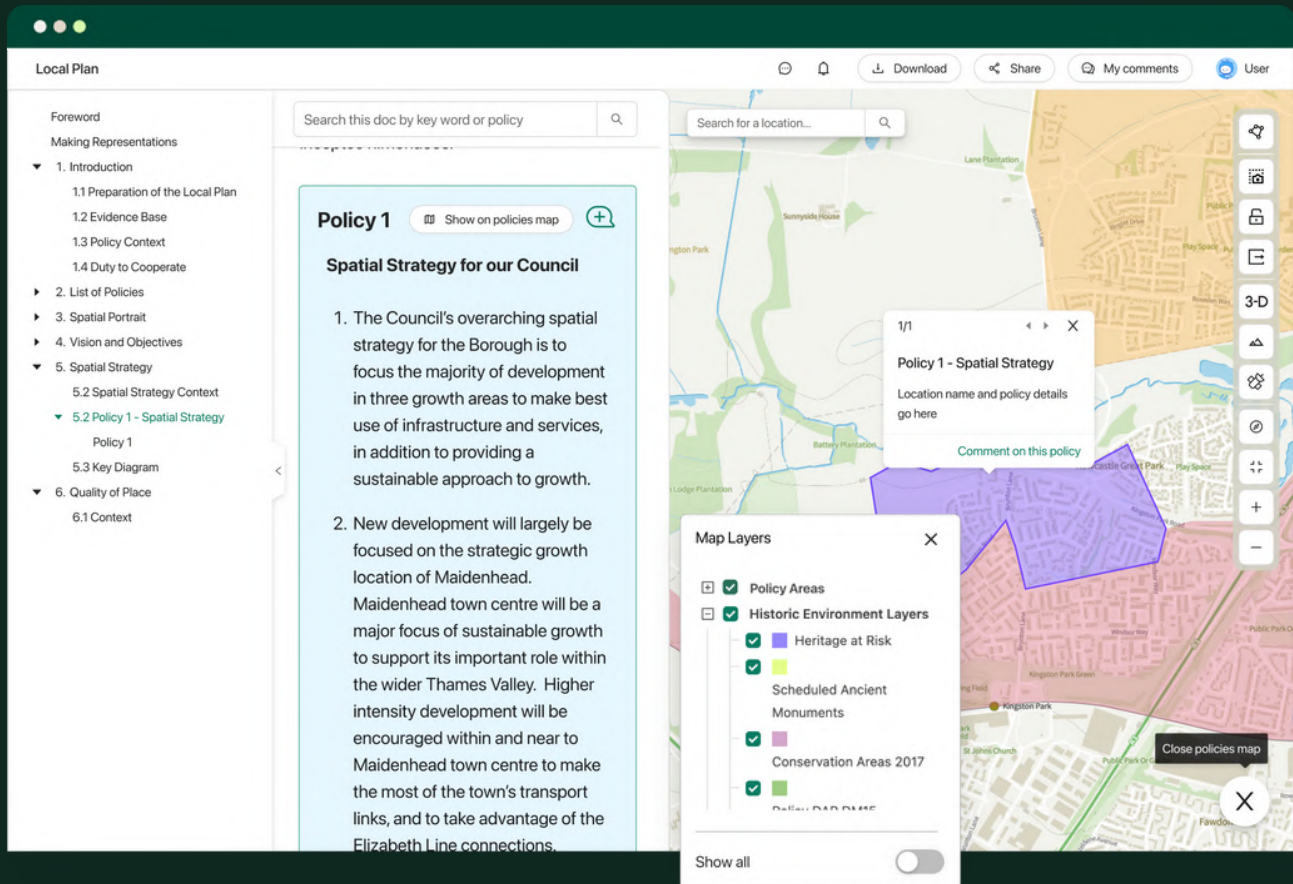
With a simple shareable link, residents and landowners alike can view your consultation documents and complete survey questions embedded throughout. Every response is captured for easy analysis with charts, tables and text analysis – helping you spot trends across your consultation responses.

The screenshot displays the Urban Intelligence Doc Builder interface. A sidebar menu on the left lists various content blocks for building documents:

- Content blocks**
- Structure**
 - Section
 - Sub section
- Formatting**
 - Table of contents
 - Divider
 - Two column layout
- Questions**
 - Radio
 - Text box
 - Drop down
 - Map linked question

The main document view shows a 'Statement of Consultation' with a header image of a park. Below the header, there is a navigation bar with tabs: '1. Introduction and options consultation', '3. Statutory Methods' (selected), '5. Gypsy and Traveller Sites Consultation', and '6. Main Issues Raised During Reg'. The 'Statutory Methods' section is active, displaying a 'Statutory Methods Chart' which is a donut chart showing the distribution of responses by category: Business (18%) and Resident (25%).

Category	Percentage
Business	18%
Resident	25%

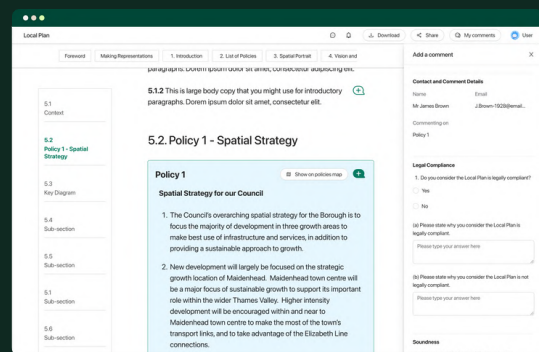


Engagement Module: Digital Local Plan documents

Create easy to build digital documents with interactive, synchronised policy maps to add context and visualisation to your reports, policies and consultations.

Add important context to your Local Plan policies, publish live digital documents and engage your audiences with map visualisation for your consultations.

This feature has wide application for Planners carrying out their Local Plan review and more.



Consultation questions and form templates embedded throughout the document.

Engagement Module: Rep Manager

Understand and respond to representations at scale.

Respond to representations faster and more accurately than ever with the Rep Manager's templated responses, collaborative working and analysis features.

Users can receive reps in a variety of formats (emails, PDFs, consultation responses) and then assign a rep or split it into sub-reps to delegate work across their team. Reps linked to a particular site will appear in that site's details page. Each rep can be tagged for topics or use PlaceMaker's long-form text analysis to identify trends, sentiment and topics covered in longer reps.

The Rep Manager streamlines responding through user-created response templates based on the topics and sentiment expressed in your audience's rep; saving you time, while delivering a personalised service.

This ensures representations remain connected to the relevant sites, evidence and emerging policies throughout the local plan lifecycle.

The screenshot displays the 'Rep Manager' interface within the 'Urban Intelligence' application. The sidebar on the left contains navigation links: Site Assessment, Site Lists, Dashboards, Consultations, Doc Builder, Rep Manager (highlighted in green), Analysis, Policies, and Events. The main content area shows a table of representations. A modal window titled 'Create response' is open, allowing users to draft a response to a specific representation. The modal includes a 'Response title' field and a 'Content' text area with a pre-filled template. The background table lists various documents and sites, including 'Local Plan Doc - Reg 19' and 'Another Doc for Reg 19', with associated sites and consultation events.

Public Document	Related Sites	Consultation event	Author	Attitude	Date created	Theme
Local Plan Doc - Reg 19	Site 1234 +2	Consultation 2025	JO	Support	11/02/24	Housing +3
Local Plan Doc - Reg 19	Site 1234	Consultation 2025	JO	Support	11/02/24	Housing Traffic
Local Plan Doc - Reg 19	Site 5678	Consultation 2025	JO	Support	11/02/24	Housing Traffic
Local Plan Doc - Reg 19	Site 9101112	Consultation 2025	JO	Support	11/02/24	Green space
Local Plan Doc - Reg 19	Site 1234 +2	Consultation 2025	AB	Objection	11/02/24	Flood risk
Another Doc for Reg 19	Site 156	Consultation 2025	AB	Neutral	09/02/24	Traffic Flood risk
Another Doc for Reg 19	Site 138	Consultation 2025	JO	Neutral	09/02/24	Flood risk
Another Doc for Reg 19	Site 82	Consultation 2025	AB	Support	08/02/24	Flood risk
Another Doc for Reg 19	Site 1234	Consultation 2025	TA	Support	08/02/24	Green space Housing
Another Doc for Reg 19	Site 1234	Consultation 2025	TA	Neutral	08/02/24	Green space Traffic
Another Doc for Reg 19	Site 232	Consultation 2025	JO	Support	02/02/24	Flood risk Green space

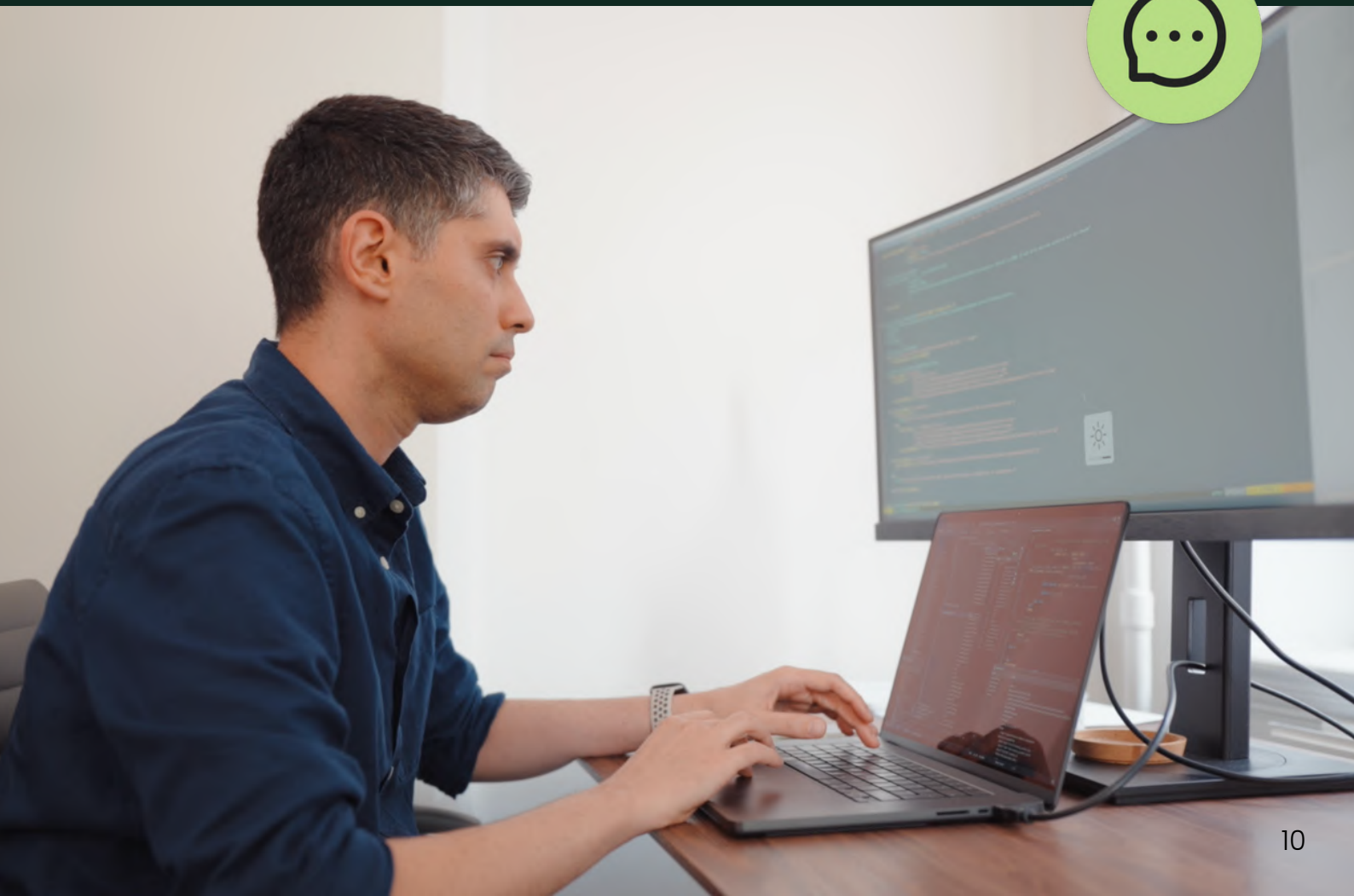
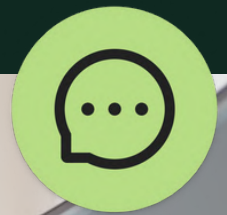
Custom Analysis & Services

04

Tech Support

Our technical experts support your team through onboarding, helping you get set up quickly and make the most of the PlaceMaker platform. This includes an initial setup session, guidance on key features, and support with basic data configuration using both our national datasets and your own local planning layers. Larger-scale data migration, bespoke analysis, or specialist projects can be delivered through additional SFIA-based support where required.

Our customer success team is available throughout your subscription to help you adopt PlaceMaker effectively and support your local plan workflows





Custom Analysis

We aim to make every council's local plan process simpler, more data-driven, and easier to manage digitally. Alongside PlaceMaker's automated assessments and standard templates, councils can also access additional bespoke support to strengthen their evidence base or explore innovative approaches.

Through separately agreed SFIA-based services, our team can provide specialist analysis, advanced site work, or support to integrate PlaceMaker with your wider digital information environment.

Where appropriate, insights from this work may inform future product improvements, helping councils benefit from continuous development shared across the wider PlaceMaker community.

Hosting and Support

05

PlaceMaker operates within our ISO 27001-certified information security management system. Urban Intelligence also maintains ISO-certified management systems across quality, environmental responsibility, business continuity and occupational health and safety (ISO 9001, 14001, 22301 and 45001). Data is stored securely in the UK, and our infrastructure is externally penetration tested by an NCSC CHECK-approved provider and continually monitored for resilience.

Work within your existing systems

PlaceMaker supports your organisation's single sign-on (SSO), helping users work securely within existing ICT policies.

Accessibility

PlaceMaker is developed with accessibility in mind and supports delivery of digital services in line with WCAG 2.2 AA standards, with ongoing improvements as part of product development.

Onboarding and training

We provide guides, training videos, webinars and web-based support as part of an included onboarding plan. This includes guidance on data requirements and customer responsibilities. Basic data setup is supported during onboarding, with larger-scale migration or bespoke services available through SFIA-based support



Extra support if you need it

PlaceMaker customers can access additional support from our expert team through SFIA-based services, including data management, project support, specialist planning advice, user research and design, geospatial analysis, software engineering, and communications support. Additional services are provided under separately agreed SFIA-based day rates and are not included within the core subscription unless explicitly stated.

Continuous improvement

PlaceMaker is continuously developed in partnership with councils and industry. New features within your subscription tier are included as part of our ongoing investment, helping you benefit from platform improvements without unexpected additional costs.

Our longer-term roadmap supports interoperability and open standards, helping councils reduce duplication and build more future-ready digital evidence workflows.

Service exit and data portability

Your data remains yours. We provide an allowance for specialist technical support to help prepare data for export or transition at the end of the contract, if required.

Included as standard

All PlaceMaker subscriptions include:

- UK-based cloud hosting and routine backups
- Access to the PlaceMaker Knowledge Hub, user guides, and training materials
- Onboarding support to help teams configure and adopt the platform
- Customer success support throughout the subscription term
- Secure user and permission management for internal collaboration

Our PlaceMaker Community

06

Scan to read the full article

"The ability to test out a new or innovative idea and build an evidence case with PlaceMaker's scenario testing really helps enable my team to think outside the box."

James Williamson, Monitoring & Implementation Team Leader, Milton Keynes City Council



"You couldn't ask for better support. The team is very friendly but also incredibly knowledgeable about planning policy and how to make the most of our data."

Graeme Thompson, Principal Planning Policy Officer, Somerset Council



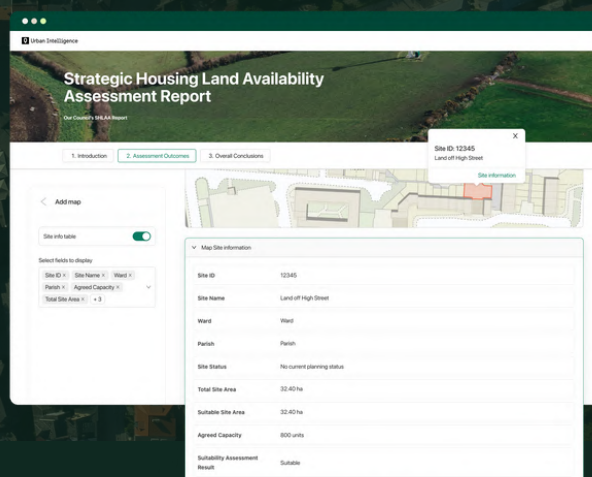
"It would be next to impossible to meet our government-set housing targets in Birmingham without the help of a tool like PlaceMaker."

Alexa O'Neill, Principal Planning Officer, Birmingham City Council



Over the past decade we've worked with over 30 councils and public sector bodies, co-designing new and evolved features in PlaceMaker. It's through this process that our PlaceMaker community benefits from shared knowledge and product innovation of each council.

Transforming Land Availability Assessments with PlaceMaker



Planners play a critical role in shaping sustainable growth – identifying land for new homes and jobs, responding to local needs, and ensuring development aligns with long-term strategy. A key part of this is the Housing and Economic Land Availability Assessment (HELAA), informing local plan development.

With PlaceMaker, local authorities are streamlining their approach to HELAA, navigating mandatory targets, shortened timeframes and new policies. By enabling faster and more consistent site assessments, PlaceMaker allows planners to focus on making confident, evidence-led decisions for their Local Plan evidence base – demonstrating site suitability, availability and achievability.

Reduce site
assessment time by

86%

with a fully digital Call
for Sites

Discover how PlaceMaker is supporting councils with:

- 📍 Smarter site identification and assessment
- ✅ Consistent and transparent methodologies
- 💡 Engaging citizens with data visualisation
- 🖱️ Fully digitalised Call for Sites process

Scan to read the
full article



G-Cloud 15 Service Definition

*Scan to book your free
PlaceMaker demo*



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