



## Objective Keyplan Consultation & Engagement, Call for Sites, and Site Assessment



G-Cloud 15 Price Book – January 2026

All prices exclude VAT

29 January 2026

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# 1. Objective Keyplan G-Cloud 15 Price Book

## 1.1 Objective Keyplan – Base Software Platform and Modules

The Objective Keyplan service is available in 3 different forms:

- Core Keyplan Base Functionality (see Keyplan in the table below)
- Additional functionality to support Map based Consultation (Maptionnaire for Keyplan)
- Or use of Keyplan and Map Based Consultation solely for Call For Sites use (Keyplan Call for Sites).

|                                                  | Keyplan  | Maptionnaire for Keyplan <sup>1</sup> | Keyplan Call For Sites <sup>2</sup> |
|--------------------------------------------------|----------|---------------------------------------|-------------------------------------|
| Collaborative Authoring                          | •        |                                       | ○                                   |
| Portfolio Management                             | •        |                                       | ○                                   |
| Spatially Enabled Content                        | •        |                                       | ○                                   |
| Plan Evidence Library                            | •        |                                       | ○                                   |
| Advanced Workflow                                | •        |                                       | ○                                   |
| Content Approvals and Verifications Certificates | •        |                                       | ○                                   |
| Digital Engagement Portal                        | •        |                                       | ○                                   |
| Representation Management                        | •        |                                       | ○                                   |
| A.I. Processing Assistant                        | •        |                                       | ○                                   |
| Comment Redaction                                | •        |                                       | ○                                   |
| Single Sign-On                                   | •        |                                       | •                                   |
| API                                              | •        |                                       | •                                   |
| Data Integration Tools                           | Optional |                                       | Optional                            |
| Bespoke Self Service Training and Help           | Optional |                                       | Optional                            |
| Map-Based Consultation                           |          | •                                     | •                                   |
| Land Assessment Viability and Feasibility        |          |                                       | •                                   |

<sup>1</sup> Incremental functionality and incremental cost to Keyplan. Also known as Maptionnaire Collect.

<sup>2</sup> Keyplan Call For Sites includes Maptionnaire for Keyplan

- Capability completely included
- Capability included to support Call for Sites functionality only

## 1.2 Objective Keyplan – Annual Subscription

### 1.2.1 G-Cloud 15 Pricing for All Modules

| Price Book G-Cloud 15 | 01 January 2026       |
|-----------------------|-----------------------|
| Council Populations   | Keyplan – All modules |
| 0 – 50,000            | From £18,475          |
| 50,001 - 100,000      | From £33,305          |
| 100,001 – 150,000     | From £36,222          |
| 150,001 – 200,000     | From £39,261          |
| 200,001 – 300,000     | From £45,095          |
| 300,001 – 400,000     | From £50,322          |
| 400,001 – 500,000     | From £56,156          |
| 500,001 – 750,000     | From £59,165          |
| 750,001 – 999,999     | From £66,488          |
| 1,000,000 +           | From £73,903          |
| 2,000,000 +           | From £81,317          |

### 1.2.2 G-Cloud 15 Pricing for individual modules

| Price Book G-Cloud 15 | Document Creation, Publication, and Consultation |                                            | Land Assessment and Spatial Engagement |                                      |                     |
|-----------------------|--------------------------------------------------|--------------------------------------------|----------------------------------------|--------------------------------------|---------------------|
| Population Size       | Collaborative Authoring                          | Engagement Add-on                          | Site Assessment                        | Call for Sites Add-on                | Maptionnaire Add-on |
|                       |                                                  | (Collaborative Authoring and Consultation) |                                        | (Site Assessment and Call for Sites) | (Standalone)        |
| 0 – 50,001            | £5,672                                           | £8,451                                     | £7,062                                 | £4,283                               | £6,685              |
| 50,001 - 100,000      | £7,062                                           | £14,123                                    | £14,123                                | £7,062                               | £6,685              |
| 100,001 – 150,000     | £8,451                                           | £15,512                                    | £14,123                                | £7,062                               | £9,116              |
| 150,001 - 200,000     | £9,956                                           | £16,901                                    | £14,123                                | £7,062                               | £9,116              |
| 200,001 – 300,000     | £11,345                                          | £18,406                                    | £14,123                                | £7,062                               | £10,331             |
| 300,001 – 400,000     | £12,734                                          | £19,795                                    | £14,123                                | £8,451                               | £10,331             |
| 400,001 – 500,000     | £14,123                                          | £21,185                                    | £14,123                                | £11,345                              | £17,017             |
| 500,001 – 750,000     | £16,901                                          | £22,574                                    | £21,185                                | £11,345                              | £17,017             |
| 750,001 – 999,999     | £19,795                                          | £25,352                                    | £21,185                                | £11,345                              | £17,017             |
| 1,000,000 +           | £22,574                                          | £28,246                                    | £21,185                                | £11,345                              | POA                 |
| 2,000,000 +           | £25,352                                          | £31,024                                    | £21,185                                | £11,345                              | POA                 |

## 1.3 Feature/Capability Definitions

The [Objective Keyplan Product Brief](#), available on the Objective Corporation website, can be referenced for more detail.

**Collaborative Authoring** includes a Keyplan Context which is the foundation of the Keyplan Service. Collaborative Authoring includes document editing, version control, document compare, proposed changes management, and task management. Also includes publishing to HTML, PDF, and Digital Plan portal.

**Portfolio Management** is a suite of features that provide advanced capability for managing a large collection of Keyplan content, including the following:

- Work Package creation and management
- Content State
- Content Owner-Type
- Batch Publish
- Meta Data Management.

**Spatially Enabled Content** provides the ability to:

- Spatially enable any content and consultation events;
- Allow the community to explore content and events via map tools; and
- Enable the community to Subscribe to a selected geographic area and receive notifications of related events or new content.

**Plan Evidence Library** allows the Customer to store all evidence documentation and artefacts in Keyplan and link it to the relevant Plan components (e.g. policies) to make it available to the planning inspector and the community as part of a holistic digital plan.

**Advanced Workflow** provides a set of tools for managing and executing multi-step workflow which might use Keyplan 'out of the box' standards, or be configured with Customer defined tasks, task allocations, approval chains.

**Content Approvals and Verification Certificates** provide a suite of functionality to allow the Customer to:

- Collect declarations and Attestations from Users typically for the purpose of approving or signing off content;
- Ensure published Outputs do not contain Unverified Content by Watermarking the Published Output accordingly; and
- Produce in the Published Outputs, full details of the collected Declarations and Attestation in a Verification Certificate/Report.

**Digital Engagement Portal** provides the Public or nominated Stakeholders with access to a Keyplan-managed web portal that is typically branded and integrated into the Customer's website. It supports anonymous and identified user comments and is used as the portal for a Digital Plan and digital public consultation events.

**Representation Management** is the capability to process and link stakeholder representations/consultation submissions using productivity and work management tools. Representations may be through the Keyplan digital engagement portal, from integrated 3<sup>rd</sup> party digital engagement tools, or manual submissions such as submitted PDFs.

**A.I. Processing Assistant** provides the Customer with the ability to auto-profile the sentiment of the comment, identify keywords and auto-summarise the comment for reporting purposes. Please note, that all AI capabilities can be edited and overridden by a system user and that this is a fast-evolving area of the software.

**Comment Redaction** provides the Customer with response redaction tools that can be applied to portal and manual responses. The original version of the response is always kept and a new version is created holding the redacted copy of the response.

**Single Sign-On** provides the ability for a customer to integrate the Authentication of Keyplan Users into their SAML2-based Authentication architecture.

**API** provides the Customer with access to the Objective Keyplan Application Programming Interface for System Integration and Automation.

**Data Integration Tools** provide the Customer with configurable Data Integration capabilities (as opposed to using Excel import features and using the API directly)

**Bespoke Self-Service Training and Help** allows the Keyplan standard Help and Self-Service Help to be specialised or extended for customer specific requirement

**Map-based consultation** allows members of the public to provide geospatial-based responses to surveys and map-based plans that may contain internal corporate GIS information such as layers and points of interest. For example, this can support map markup to capture public suggestions for new bike paths or to suggest an area for a new dog walking park.

**Land Assessment Viability and Feasibility** incorporates all the features of Keyplan and Maptionnaire that are required to support Call for Sites or other Land Assessment Viability workflow.