

PlaceMaker

Empowering planners to shape sustainable places

2024/25 Product & Services Brochure

Site Assessment

Representation Management

Document Builder

Custom Analysis & Services

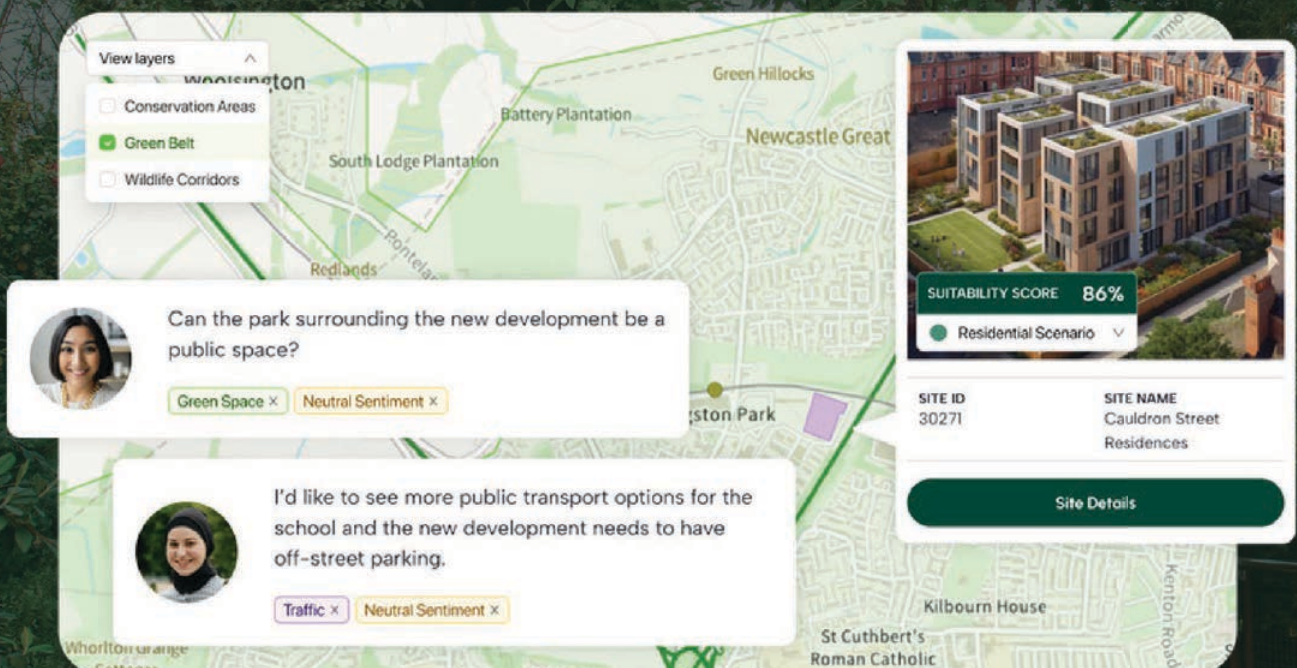


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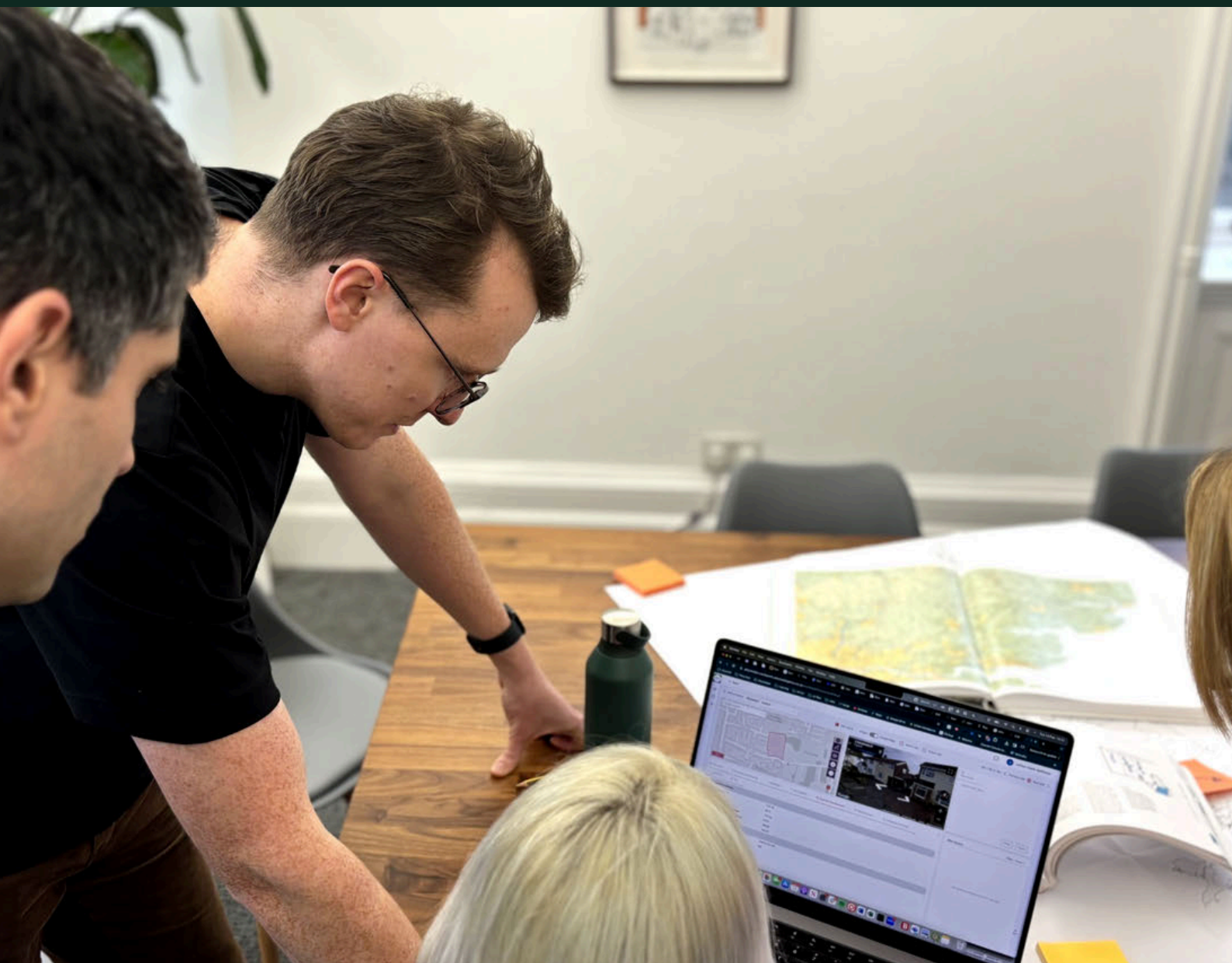
05 Our PlaceMaker Community

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 the trends and the evidence that they need to make effective decisions, and communicate and engage with the public.





Dan Mohamed

Founder

Urban Intelligence began in 2014 when our Founder, Dan, completed a 6 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.

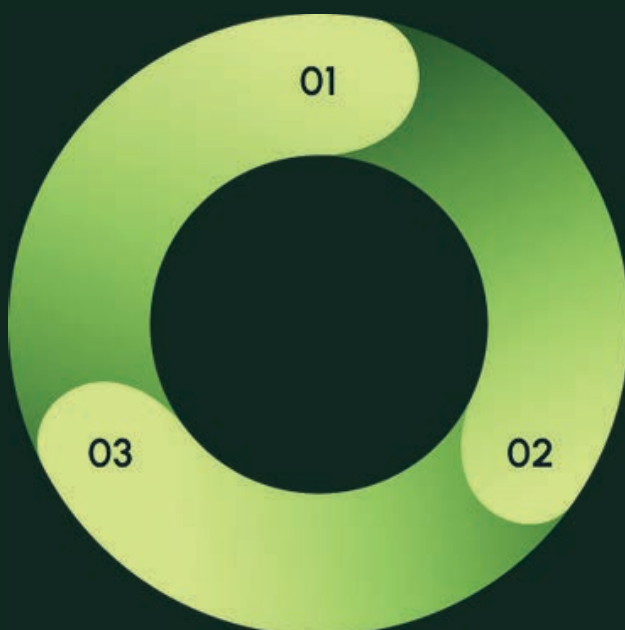
Mission & Values

02

Financiers have FinTech to allow them to work within the complex financial sector. Health care professionals have technology to scan, monitor and diagnose complex health issues. And yet, for those carrying out the complex work of planning cities and neighbourhoods, tackling a housing crisis and future-proofing out communities for generations to come, PlanTech has been slow to deliver adequate tools for the job.

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.

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 because planning has the potential to improve lives.



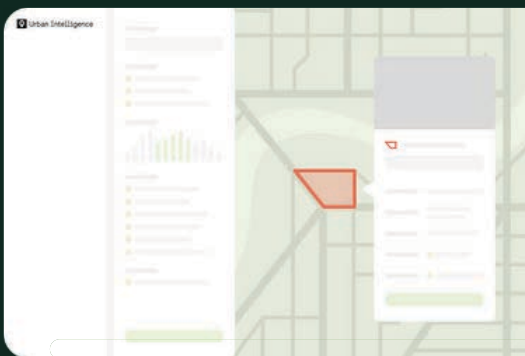
- 01 Evidence** - Analyse and create robust evidence on sites, areas, population, environment and create policies and strategies.
- 02 Engage** - Communicate this evidence effectively to stakeholders and allow them to interact with and shape the direction of the plan.
- 03 Implement** - Integrated monitoring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

03

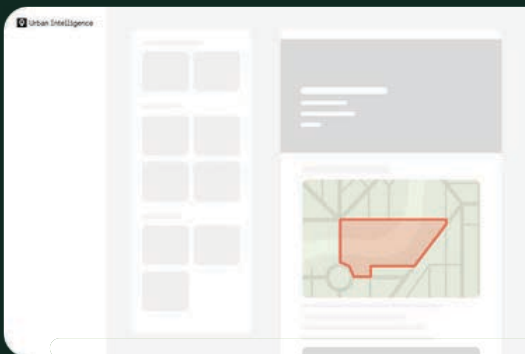
PlaceMaker:

Our digital local plan software

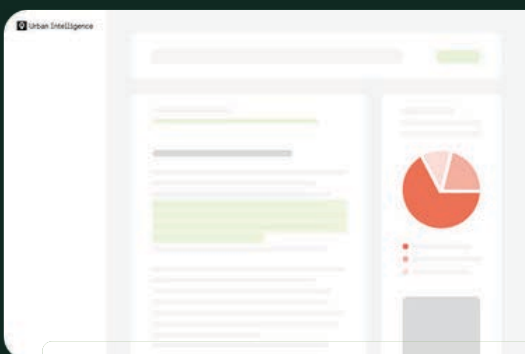
Our digital local plan software, PlaceMaker, makes it easy for planners to understand their communities and plan for a better world. The software works across two integrated modules for creating distinct functions of local plan making. These are:



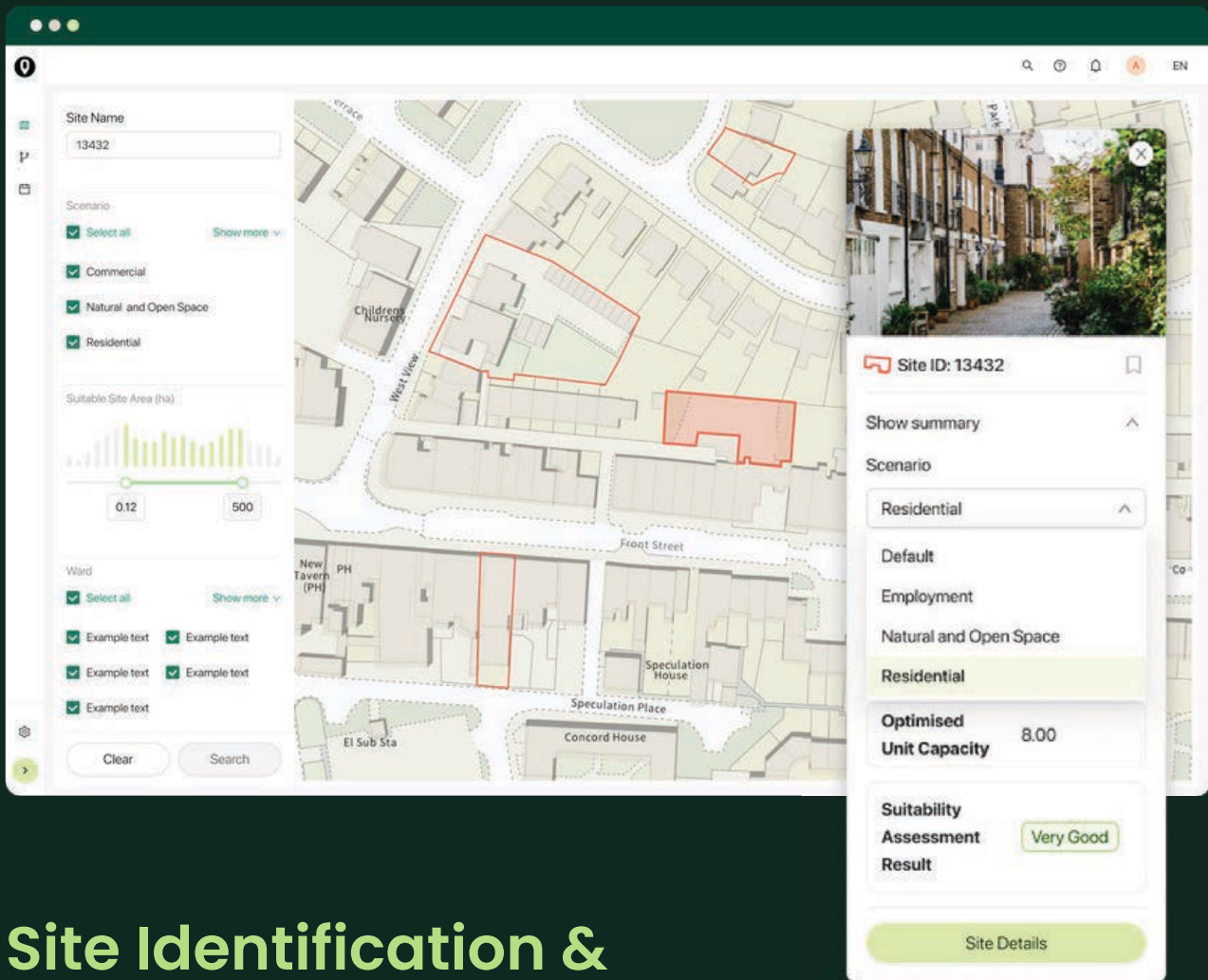
Site Identification & Assessment Module



Engagement
Module: Doc Builder



Engagement Module:
Rep Manager



Site Identification & Assessment Module

Identify, assess and manage the sites you need.

The Site Assessment module is the evidence base for every site across your Local 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 and suitability.

With the Site Assessment module you can also test development for different land use scenarios such as residential, commercial and open-space development. Build evidence cases for new and innovative ideas, driving data-driven decision making and allowing planners to think creatively about their local challenges.

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 data tables from the Site Assessment module directly into reports or build engaging consultation documents with embedded questions and interactive site maps using site details data. Doc Builder enables you to visualise your data and tell the story of your local plan in a mobile-friendly, interactive format.

With a simple sharable link, residents and landowners alike can view your consultation documents and complete survey questions embedded throughout. Every response is captured for easy analysis with automated charts, tables, text analysis and usage data – 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 the following details:

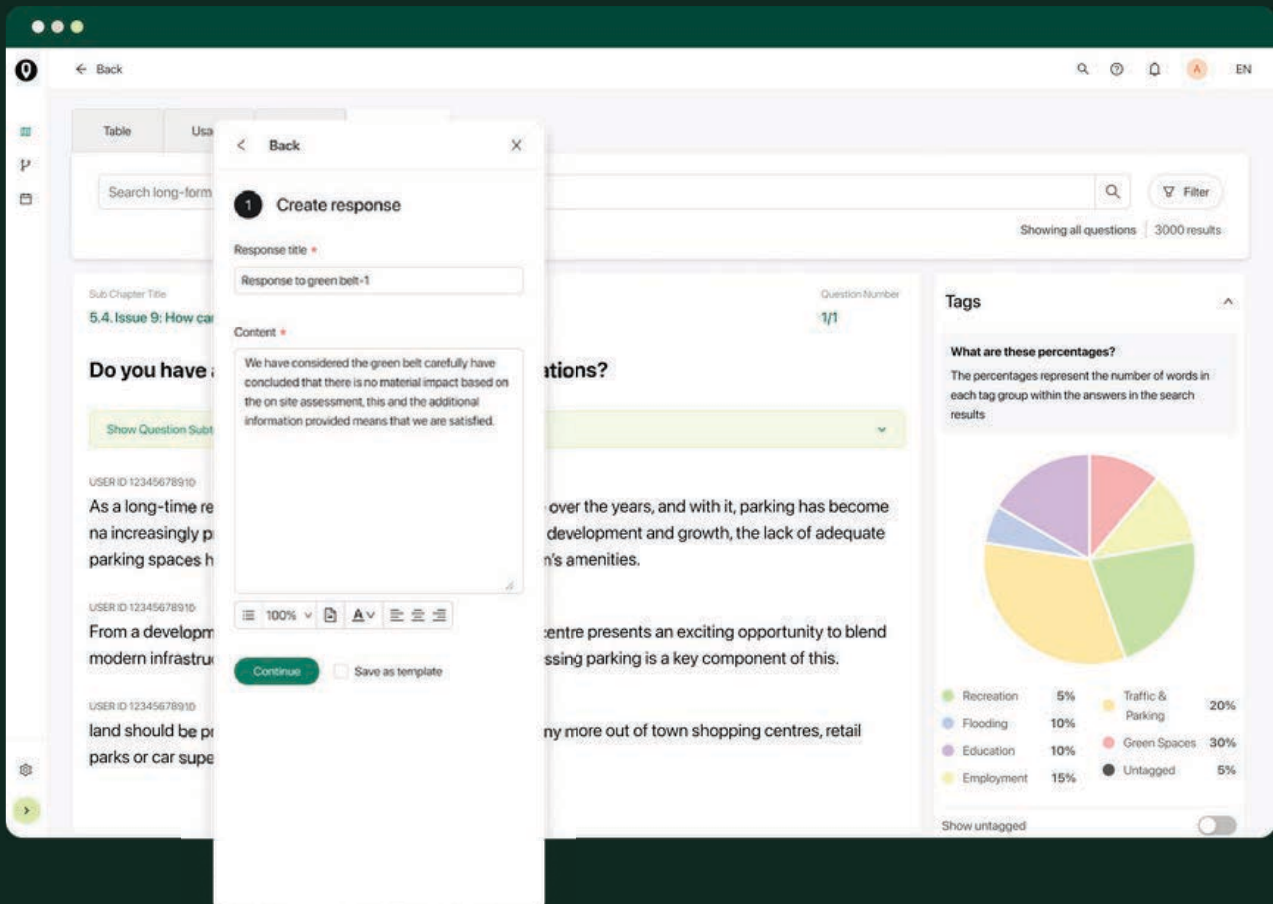
- Published:** 23rd August 2024
- Council:** Local Plan Reg 19

Below the header, there are navigation tabs for different consultation stages:

1. Initial consultation
2. Pre-consultation
3. Statutory Methods
4. Public consultation
5. Gypsy and Traveller Sites Consultation
6. Main Issues Raised During Reg

The 'Statutory Methods' section is currently active, featuring a 'Statutory Methods Chart' which is a donut chart showing the distribution of responses:

Category	Percentage
Business	25%
Resident	18%



Engagement Module: Rep Manager

Understand and respond to representations at scale

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

Users can submit reps in a variety of formats (emails, PDFs, consultation responses – you name it) 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 PlaceMakers long-form text analysis to identify trends, sentiment and topics covered in longer reps.

Rep Manager streamlines responding with a mix of response paragraphs based on the topics and sentiment expressed in your audience's rep; saving you time, while delivering a personalised service.

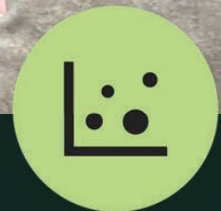
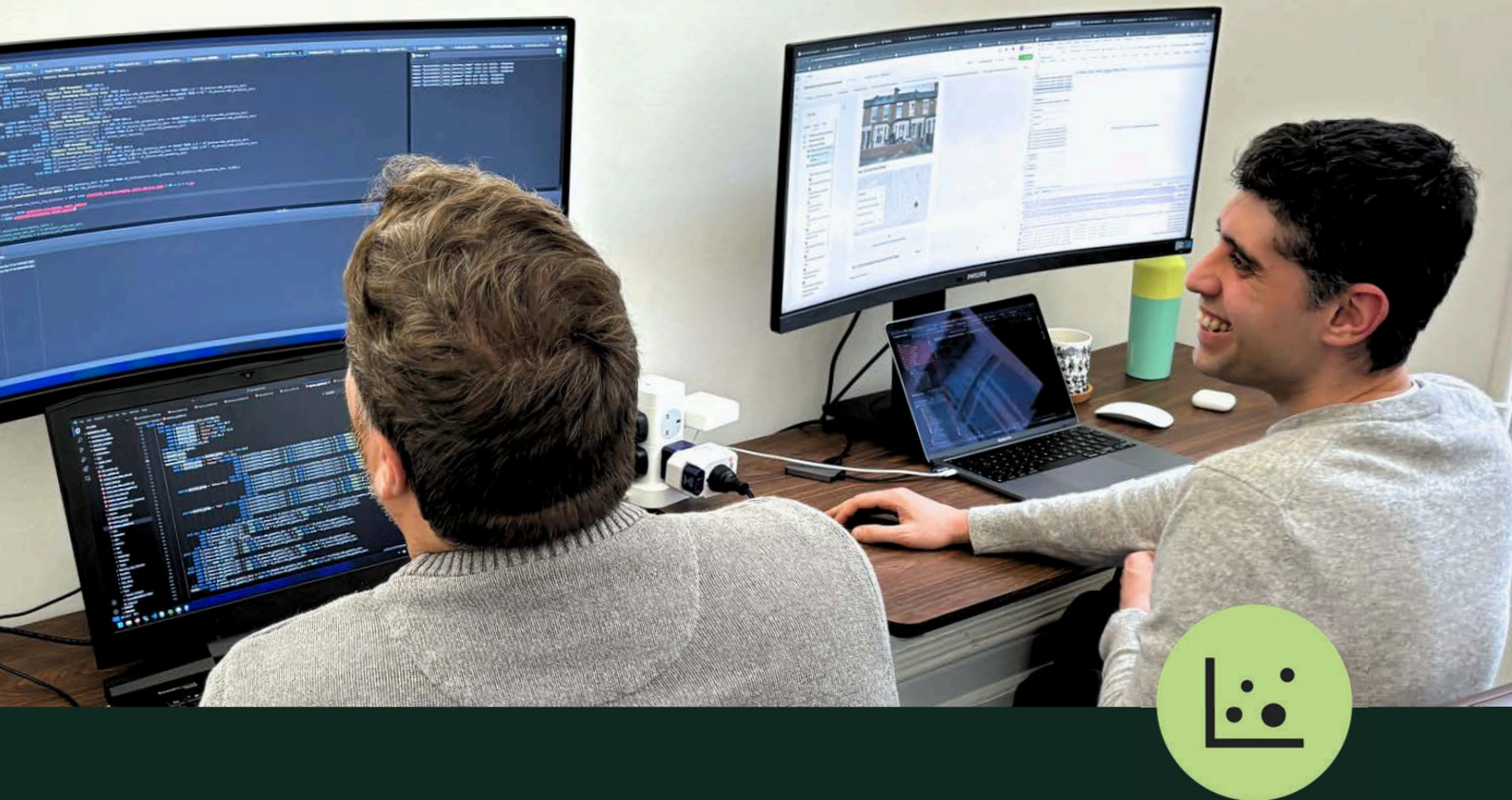
Custom Analysis & Services

04

Tech Support

Our technical experts will on-board your team, ensuring you can make the most of your PlaceMaker platform. Our team can help you manage and migrate your data as needed, so you can build your site assessment catalogue using our national datasets and your own planning layers in our platform. With a dedicated account manager, you'll have a go-to expert throughout your PlaceMaker journey.





Custom Analysis

We want to make every council's Local Plan making process simpler and more data-driven, but we're not just interested in making current processes more streamlined. We love working with councils who want to innovate and do something new for their communities.

In addition to PlaceMaker's automated site assessments, our expert team can provide you with bespoke analysis and assistance to support the building of your local plan evidence base. We can also provide you with the ability to connect your digital information infrastructure and solutions to create your perfect working environment.

From advanced site finding to testing density scenarios and modelling viability, our team work on bespoke projects with our PlaceMaker councils, to deliver above and beyond the typical Local Plan process. In many cases, this bespoke work becomes part of the PlaceMaker product offering and is shared with the wider PlaceMaker community, made up of councils of all contexts up and down the UK.

Our PlaceMaker Community

05

"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**



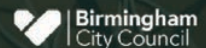
"If you've not got to plan for months and months of officers accessing sites you have more time to think about your priorities and you get more time to plan as a planner."

**Ashleigh Audley, Principal Planning Officer,
Central Bedfordshire 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 of PlaceMaker. It's through this process that our PlaceMaker community benefits from shared knowledge and product innovation of each council.





Case Study

Milton Keynes began their PlaceMaker journey in January 2023 with over 700 sites to assess from Call for Sites and proactive site identification. James Williamson (Monitoring and Implementation Team Leader) shares, **"we were beginning to worry about how we were going to get through the whole site assessment process."**

Efficiency

The council has significantly accelerated their local plan process with PlaceMaker. **"The software has easily halved the time for site assessments"** James confirms. This efficiency allowed just two officers to oversee assessments, freeing others to remain focused and on track within their specialist areas.

Consistency

PlaceMaker also enhanced consistency across the team, ensuring **"every site has been assessed against identical criteria – that's really positive for us"** James explains. This uniformity strengthened the quality and transparency of their decision-making.

Innovation

PlaceMaker's scenario testing capabilities **"helps us think outside the box"** James says. From exploring increased densities to planning rapid transit routes and analysing open space, the team can now model future scenarios with confidence, backing innovative ideas with robust data.

Read the full case study on our website.

Get in touch

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Urban Intelligence