Urban Intelligence

BRITAIN'S
DIGITAL PLANNING
EXPERTS

#PLANTECH PIONEERS

WWW.URBANINTELLIGENCE.CO.UK

MUCH MORE THAN JUST A MAP ON A WEBSITE.

RETHINK YOUR COUNCIL'S POTENTIAL OPPORTUNITY FOR...

HOUSING
GROWTH
CONSERVATION
JOBS
QUALITY OF LIFE
INFRASTRUCTURE

STRETCH YOUR VISION BEYOND THE HORIZON.

Urban Intelligence

ABOUT US

We started Urban Intelligence in 2014. As planners with experience working within both local government and the private sector, we believed that there was a massive opportunity to better utilise technology in the complex processes of planning our towns and cities. Since then, our team has been building the most comprehensive database of planning policy in the UK. We have also developed the skills and software systems required to assess development potential across the UK for any parcel of land, constructing the foundation for a new digital planning system to emerge. Using cutting-edge techniques in artificial intelligence, we help leaders ask difficult strategic questions and get clear, detailed answers.

Our expert team comprises a unique mix of professionals from the built environment, software engineering and advanced geospatial data science. We are passionate about building products and services that will revolutionise the planning process for all stakeholders, improving engagement and place outcomes for everyone, no matter where they live or work. We would love to work with you in bringing about this positive change.

Daniel Mohamed
Founder

PUBLIC SECTOR TEAM

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Founder & CEO

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Director

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Lead Geospatial Scientist

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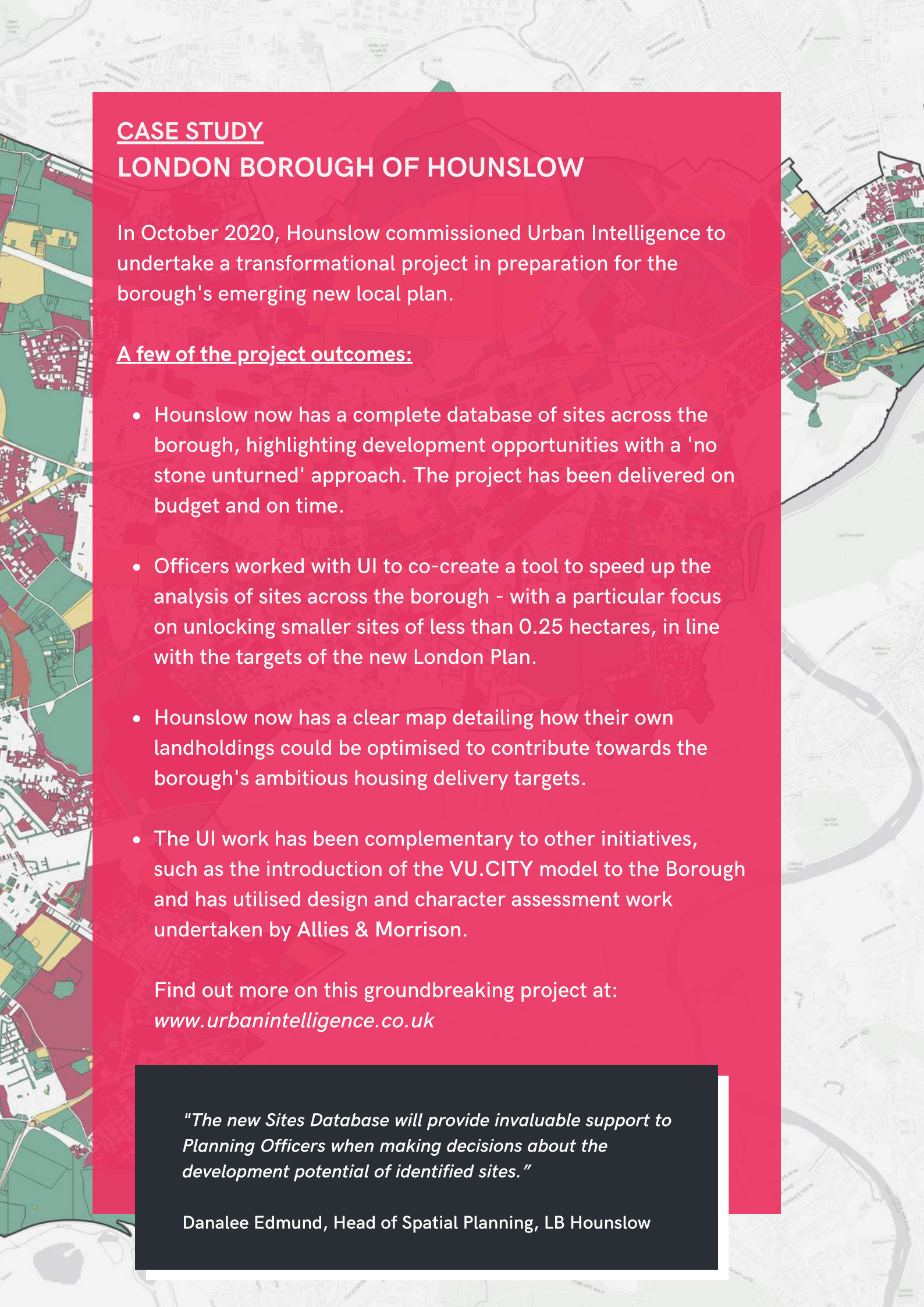
Josh Hoare-Matthews
Planner

Claire Pollock
Data Analyst



CASE STUDY
LONDON BOROUGH OF HOUNSLOW

In October 2020, Hounslow commissioned Urban Intelligence to undertake a transformational project in preparation for the borough's emerging new local plan.

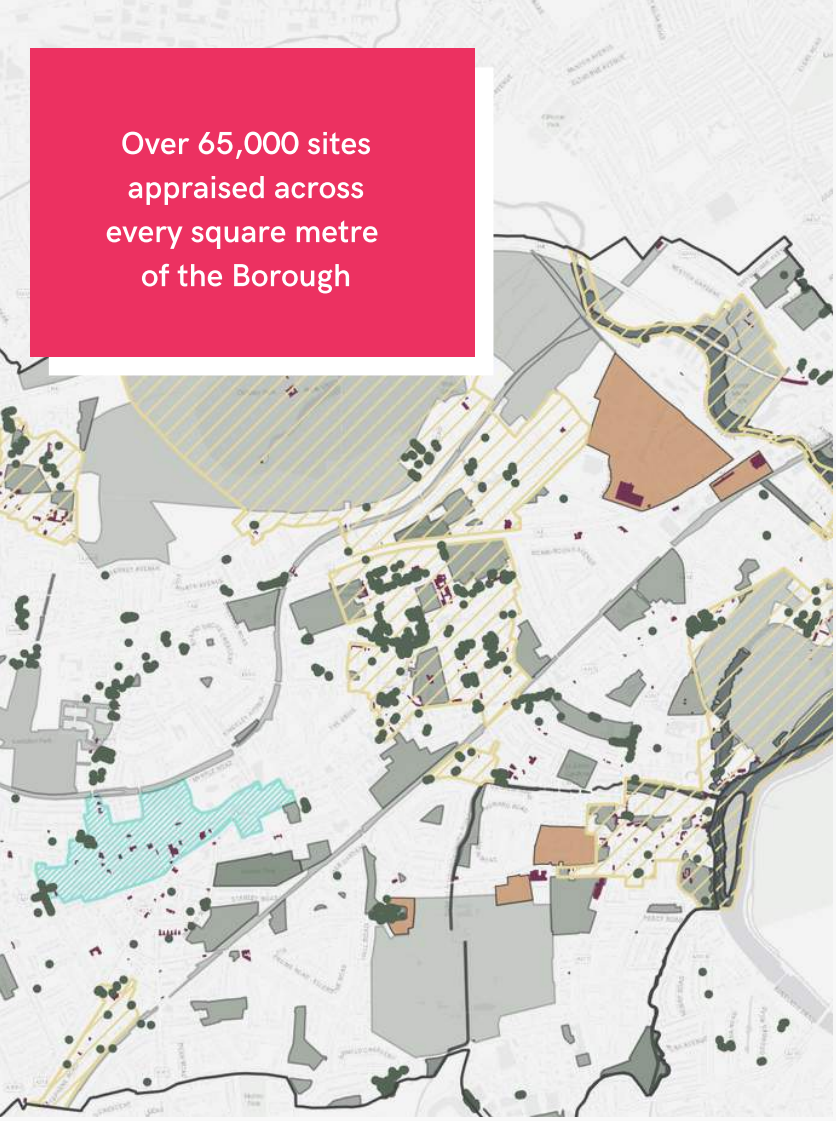
A few of the project outcomes:

- Hounslow now has a complete database of sites across the borough, highlighting development opportunities with a 'no stone unturned' approach. The project has been delivered on budget and on time.
- Officers worked with UI to co-create a tool to speed up the analysis of sites across the borough - with a particular focus on unlocking smaller sites of less than 0.25 hectares, in line with the targets of the new London Plan.
- Hounslow now has a clear map detailing how their own landholdings could be optimised to contribute towards the borough's ambitious housing delivery targets.
- The UI work has been complementary to other initiatives, such as the introduction of the VU.CITY model to the Borough and has utilised design and character assessment work undertaken by Allies & Morrison.

Find out more on this groundbreaking project at:
www.urbanintelligence.co.uk

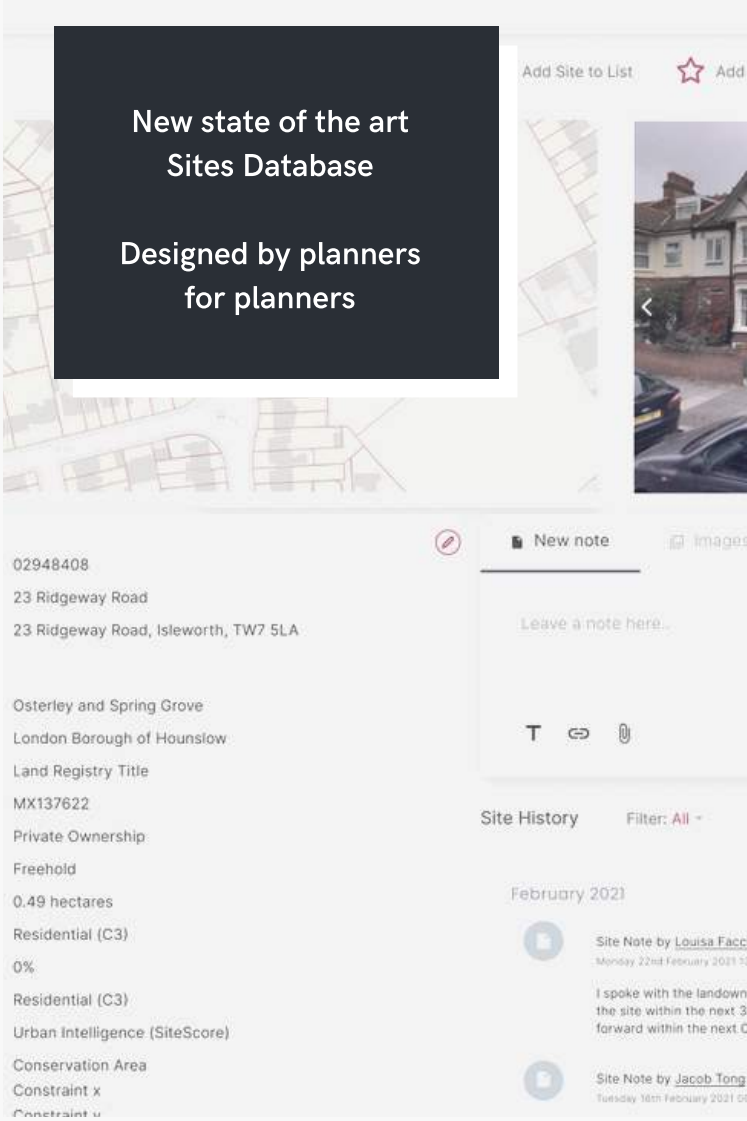
> *"The new Sites Database will provide invaluable support to Planning Officers when making decisions about the development potential of identified sites."*
>
> Danalee Edmund, Head of Spatial Planning, LB Hounslow

Over 65,000 sites appraised across every square metre of the Borough



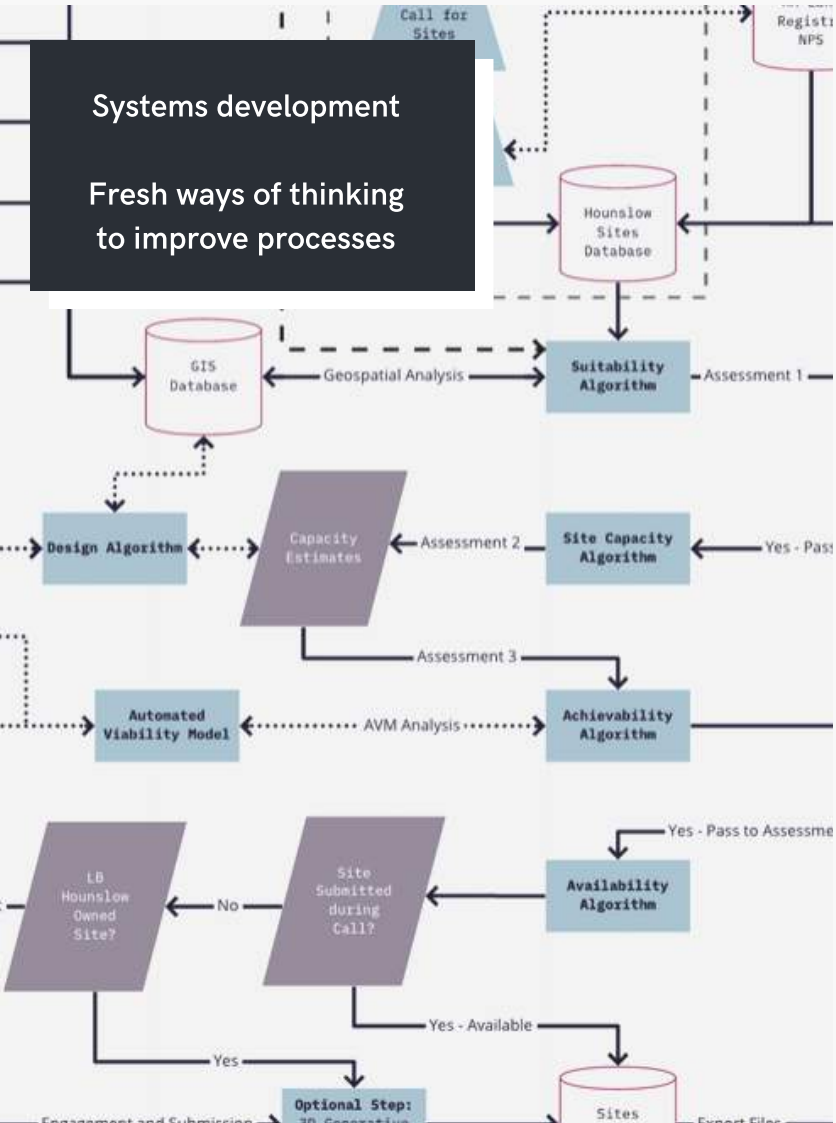
New state of the art Sites Database

Designed by planners for planners



Systems development

Fresh ways of thinking to improve processes



All public sector and privately assets assessed for potential contribution to development objectives

WHY USE PLACEMAKER?

Whether your mission is to deliver more homes or a robust vision for the future of your authority, the PlaceMaker software has been designed to meet your goals. Using a single clean digital system, we'll help you to find hidden development potential and value. Use sophisticated scenario modelling to test the impact of your decisions. Get detailed site-by-site analysis on how your own landholdings could be optimised to help meet your housing delivery targets or economic development objectives. Be more productive and minimise time spent on admin tasks using our real-time intelligent maps and forms that collect stakeholder data in a format ready for instant analysis and processing.

Working with UI does not require any prior technical knowledge or data. This can be provided using our in-house resources and data catalogue. We can also design bespoke features that integrate with your existing processes and ICT solutions. Our goal is to enable you to deliver better services - smarter, faster and cost-effectively.

The PlaceMaker Value Proposition	Manual (Traditional 'Call for Sites')	PlaceMaker Digital Approach
Sites Reviewed	up to 500 sites manually reviewed	65,000+ sites automatically reviewed
Initial Project Time	6-8 months	3 months
Future Project Time	6-8 months	N/A = Real-time database
Additional Insights	None (single issue exercise)	Database drives: SHLAA, Development Monitoring, Annual Monitoring Report, Regeneration, Planning gain and other opportunities

Key Value Propositions

- Transparency and objective consistency to assessment across teams
- Increased speed of delivery and cost-reductions in planning processes
- Dynamic analysis for other further requirements (SHLAA, AMR etc.)
- Scenario testing Local Plan policies for decision-making at-scale
- A full detailed roadmap of housing delivery throughout the plan period
- Real-time updates with no more outdated documents

OUR CLIENTS INCLUDE

Urban Intelligence is proud to be a

Voted Top 10
Most Innovative
Company in Wales 2020

Get in touch to find out more

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