



Creu Lleoedd Cymru
Placemaking Wales

Town Centre Placemaking Case Studies

The background is a solid blue color. Overlaid on this are several large, thick, white curved shapes that resemble stylized, overlapping arches or segments of a circle. These shapes are arranged in a way that they appear to be part of a larger, abstract geometric design. The curves are smooth and flow across the page, creating a sense of movement and depth.

This document has been prepared
by DCFW in collaboration with Welsh
Government to provide additional
guidance on Placemaking Plans for town
centres, particularly in relation to the
Transforming Towns Programme.
August 2024

Contents

Introduction	04
<hr/>	
Case Studies	
<hr/>	
Gather Pop-Up Community Orchard	06
<hr/>	
Flintshire Ways of Working	12
<hr/>	
Ruthin Future	16
<hr/>	
Haverhub Community Regeneration Hub	20
<hr/>	
Regeneration Morriston	24
<hr/>	
Regeneration Through Pilot Projects	29
<hr/>	

Introduction

This document serves as an appendix to the Guide to placemaking in Town Centres aimed at supporting those leading town centre Placemaking Plans and projects. Through our time working with different local authorities across Wales we have seen a variety of examples of placemaking in action and this document provides one platform for sharing some of the good work that is being done in Wales and beyond which we hope will encourage, inspire and inform others working in the field.

The focus of the case studies is largely on local authorities and their role in initiating and supporting change. Local authorities have the task of supporting the regeneration of town centres and access to funding through Transforming Towns and other initiatives. However, the case studies highlight that their role is largely as enablers rather than imposing top-down projects. This helps to highlight that placemaking is as much about a way of working as it is the creation of any physical development or improvement.

These case studies are just a sample of work that is being undertaken across Wales. We have selected them for their variety and the different aspects of placemaking they demonstrate. There will be many more existing examples and we hope many more to come. We plan to highlight other stories in the future to continue to promote best practice. These projects have not been selected because they are perfect, there is no such thing, and certainly shouldn't be in the process of placemaking. But what they demonstrate is a willingness and commitment to **try things**, to **get started**, to **work in different ways** and to **learn**.

Case studies cannot be copied. Each place is unique and what works in one place may not be right for another place, but that doesn't mean we can't learn from them. We have highlighted in each case study what we think are some of the key learning points from each example and provided some questions to help you think about how you might be able to incorporate some of the positive aspects of the case study into your ways of working.

We hope these case studies will help and encourage you to keep testing and trying ideas, to reflect on what works well and what doesn't, and to think about how you can become best placed to support and enable change in collaboration with the wealth of community spirit, ambition, pride and entrepreneurialism within our town centres.

Case Studies





Gather Pop-Up Community Orchard

The Gather Pop-Up Community Orchard was delivered to test ideas for a permanent installation and act as a catalyst for the improvement of a number of identified sites through the Aber Valley. The place-specific and community-based pop-up installation aimed to address issues relating to social isolation, food poverty and health through the activities of cultivating, foraging, harvesting, gathering and play.

Phase 1

Undercurrents – On Our Doorstep is a partnership project between Undercurrents – Arts in the Aber Valley community group, Caerphilly County Borough Council and Addo. The first phase of the project was to undertake a site appraisal and community engagement to develop a masterplan for the Aber Valley. The masterplan highlighted how under-used or forgotten spaces in the towns within the valley could be re-imagined as creative, community green spaces, for growing, orchards, play, connection and wellbeing, whilst empowering the local community to take ownership of their outdoor spaces.

Phase 2

The next step identified a pilot site for a pop-up use, to be designed and co-created with the local community through creative engagement. This pilot site was intended as an experiment to deliver events, create a community dialogue, and inform future, long-term projects. A creative team of architects were brought into the project to help to design and deliver the pilot project with the local community.

Creative engagement ran through the co-creation and delivery of the pilot pop-up installation, including targeted conversations and participatory workshops with local groups of young people. To enable young people to connect with their natural environment whilst engaging in informal conversations about the pop-up projects, workshops were held where young people could make and scatter their own seed bombs. Other workshops included painting recycled pallets in bright colours to eventually be used for seating in the pop-up projects, creating a sense of ownership of the community space.

The Gather Community Orchard comprised three key elements: a structural canopy to encourage gatherings, colourful seating co-created in the workshops and a grid of twelve apple trees. The design intended to create a playful, public space which addresses issues relating to social isolation, food poverty and health and wellbeing.

The launch event included apple pressing to create large quantities of apple juice to try on the day, alongside a glut share/plant swap where excess produce could be shared and exchanged. The pilot was in place for a month and it was informally used as a theme location for a local poetry initiative, Tatws Sion Cent, by local artists for an event and even for a local children's party.

Phase 3

Based on learning from the pilot pop-up, costed, concept designs were developed by the architectural team for the first permanent intervention. The learnings fed directly into the brief which required that the new space be high quality, place-specific, robust, attractive and appropriate for multi-generational use, flexible and covered for weather protection.

The design team developed a proposal for permanent interventions on one of the sites identified in the masterplan under the umbrella project Gather Senghennydd. The project was designed and fully costed to inform bids for funding to deliver it in phase 3.



Concept drawing of the Gather Pop Up event.

Impact

The initial masterplan has since informed Caerphilly Borough Council's Green Plan, which aims to create a network of green spaces and places, which demonstrates the benefit of creative engagement and thinking to policy development.

Developing and delivering the Gather project with the community has demonstrated the value of creative community engagement and involvement in culture in outdoor spaces. The engagement created a sense of community ownership that enabled the project to be a success.

The testing of the pilot site in phase 2 created confidence in the brief for a more permanent project, whilst developing trust and a relationship between the project team and the local community.

Next Steps

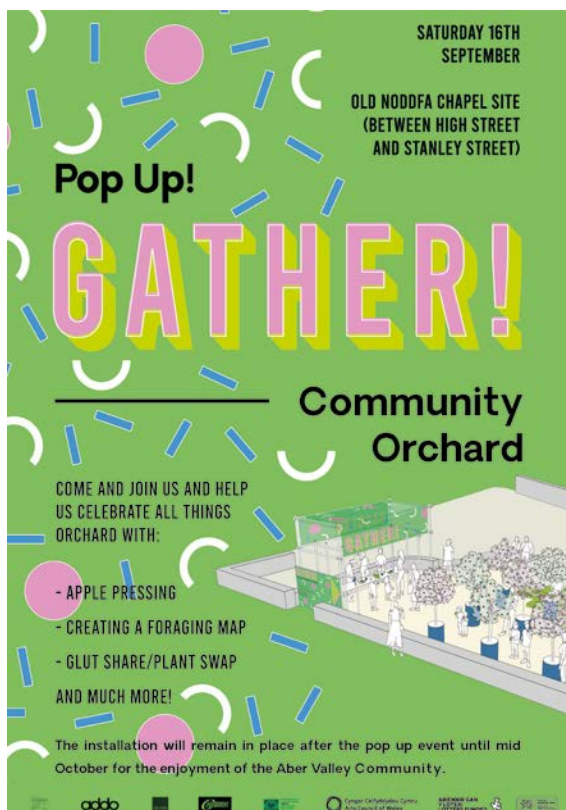
- Seek funding to deliver the first permanent installation.
- Plan and facilitate an ongoing programme of creative community engagement.
- Further explore the potential of other sites identified in the Aber Valley masterplan map.
- Explore opportunities to work with project partners on the other sites.

Lessons Learnt

- The involvement of young people, and relationships built, in the engagement sessions can create a sense of ownership, which limits the amount of vandalism or anti-social behaviour that may have otherwise taken place.
- Interventions needn't be high cost to create an impact in the space. The budget for the Pop-Up Orchard was circa £24,000 including all materials and fees.
- Pilot projects can add value to future long-term investment by testing ideas and enabling community feedback.
- Design teams can be brought in to re-imagine community engagement as part of the design process

What could you do?

- Undertake creative community engagement involving local groups, to fully understand what your community wants and deliver it with their involvement throughout.
- Pilot ideas on a short-term basis to get true feedback from the community to inform longer term investment.



A poster to spread the word of the launch event.



The Community Orchard in use.



The community painting pallets to use in the Community Orchard.



Apple pressing at the event.

Project information	
Client	UNDERCURRENTS – On Our Doorstep is a partnership project between Undercurrents – Arts in the Aber Valley community group, Caerphilly County Borough Council and Addo.
Team - Phase 2 & 3	Amanda Spence Architects & Analog Architecture.
Funding	The project was funded by an Arts Council of Wales Connect & Flourish grant, with additional funding and in-kind support from Caerphilly County Borough Council, the Integrated Wellbeing Network Gwent and Aber Valley Community Council.
Cost	Phase 3 Delivery of Gather Senghennydd: estimated at £390k.
Time	Phase 1 Completed in October 2021 Phase 2 Open for 1 month in Sept-Oct 2023

Information contributed by Amanda Spence, Amanda Spence Architects.



Flintshire Ways of Working

At around the same time as the Welsh Government's launch of Placemaking Plans, Flintshire County Council's incoming Regeneration Manager undertook a review of the existing governance and delivery of placemaking projects in the Council. A proposal was then presented to senior leadership to create a new Places Group, which now meets quarterly to facilitate strategic conversations amongst senior leaders who influence place. The teams involved include Regeneration, Streetscene, Planning, Business & Skills and Transportation.

As this was a change to how things had previously been done, there was a period of adjustment. However, there was a gradual change in opinion as the benefits of a more collaborative way of working became apparent. The team began to coordinate funding bids and develop approaches to co-delivery which ensured better value for money, by linking financial resources and creating small working groups across teams on different projects.



The Flintshire County
Council Ways of Working

Mini Action Plans were created by the Places Group in three key towns – Buckley, Holywell, Shotton - to identify key activities and where these could be better joined up across teams. This process also involved identifying external silos that existed, as unlocking these was necessary to ensure they worked effectively in partnership with the local authority.

The Places Group work closely with the People Group, which comprises relevant, external stakeholders such as the Police, Health Board, Clinical, Older Peoples, Children and Young People, Federation of Small Businesses, and Diversity Group. This collaborative working across the People and Places Groups connects council services and supports project delivery.

Most of the Action Plan work was developed in-house, supported by external expertise on urban design and pulling the documents together to form Placemaking Plans. This ensured that ideas had been tested with the community through engagement led by officer teams who knew the areas well. The engagement included digital feedback through targeted social media linked to the Give My View platform. A Placemaking Flintshire brand has been developed which is intentionally bright, colourful and engaging, to give a sense of identity to all the placemaking work which is going on across the County and generate interest.

The Placemaking Plans identify opportunities that are informed by public feedback, community statistics and assessment of the places, including commercial, economic, social, and green infrastructure evaluations. The plans intend to provide an opportunities framework, rather than set projects, which are discussed by the local delivery group annually to set the actions and programme for the coming year.

Lessons Learnt

- Where an approach to governance and projects has not been working, it is valuable to stop and learn from that approach. This learning can be used to inform a new structure which may be more effective, as the new Place Group has demonstrated.
- Digital feedback activities and targeted social media created much higher numbers of engagement than previous approaches to public consultation.

Impact

Efficiencies in collaborative approaches to project delivery are becoming clear through successful funding bids, increased value for money and holistic approaches to identifying and delivering projects.

The 'opportunities framework' approach to Placemaking Plans intends to allow the plan to be flexible and dynamic to adapt to local changes and funding or investment opportunities. The County Council are starting to see the first strategic investments in Shotton, which directly links to the placemaking plan themes identified.

Next Steps

- A Placemaking in Flintshire website is in development to create a distinct place, with external partners, where updates on projects can be shared alongside celebrations of success and conversations around the themes. This is intended to be colourful and engaging, using the Flintshire Placemaking brand to create a specific place for all the work being undertaken.
- Projects will be selected, programmed and delivered each year in response to the current context, funding and investment opportunities.



The Placemaking Flintshire logo and brand identity, which is used to create a memorable feel for all the work and plans being undertaken by the team and generate public interest in the projects.

What could you do?

- Creating a flexible approach to plan making by identifying key opportunities, rather than static projects, may be appropriate to allow your placemaking projects to react to changes and respond to new funding opportunities.
- Consider how your current governance and project delivery structures work and whether restructuring these might help to deliver projects more efficiently. Do silos exist within the internal and external organisations involved? Could these be better coordinated to ensure projects are delivered collaboratively?
- Think about your approach to community engagement and feedback, to review whether there is enough community input into plan making and whether the methods you use are appropriate. Might digital activities increase the amount of engagement in your community? Are the community feeding into the design process early enough?

Project information	
Client	Flintshire County Council.
Team	The Places Group, with external stakeholders.
Partners	The People Group.
Funding	Welsh Government Placemaking Plans funding.

Information contributed by Karen Whitney-Lang, Flintshire County Council.



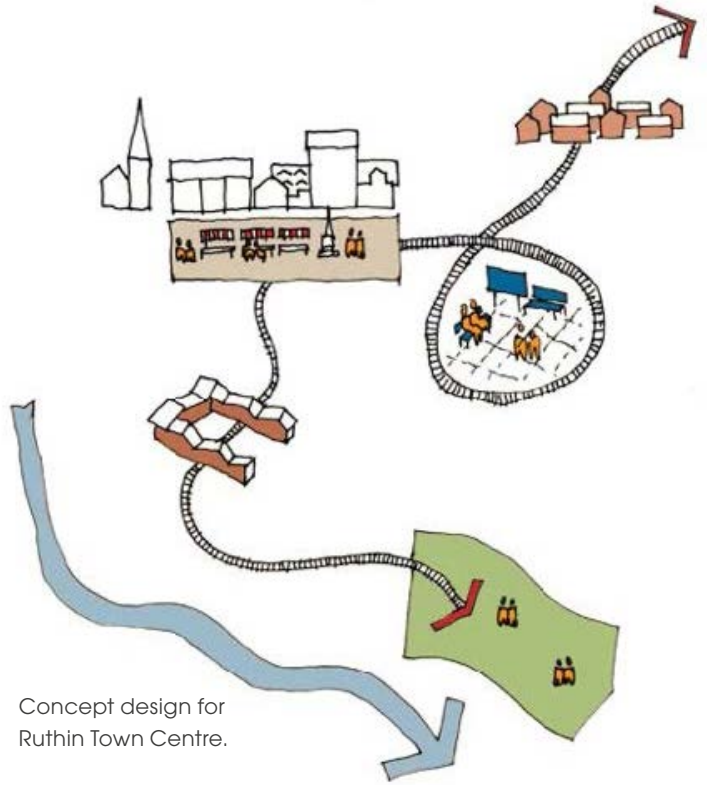
Ruthin Future

Ruthin Future is Ruthin's Place Plan initiative, a project of community-led placemaking, engagement and regeneration since its inception in 2009. The original aim was to engage the community in considering the future of the historic market town, through incremental improvements towards coherent change that reinforces the town's identity. Over the last 15 years it has evolved into a comprehensive place planning project through continual engagement.

The Ruthin Future's tagline is Small Change – Big Difference, which demonstrates that smaller projects can empower residents and build local capacity to deliver projects of different scales and types through community-led regeneration. Rather than delivering a static plan for the place, the conversation and projects have developed over time with several iterations of the Place Plans on different themes. While the starting point here was a place plan, the same approach can be applied to placemaking plans.



Community engagement at Ruthin Futures Urban Room.



Concept design for Ruthin Town Centre.

Following continued community engagement and co-design through the Urban Room idea, momentum has built through delivery of projects such as; a safer entrance to Cae Ddol park, the Ruthin Art Trail to draw footfall and mapping/branding work. These small projects contribute towards the vision which supports larger development opportunities.

Ruthin Future supports collaboration and holistic thinking between the community and local stakeholders, which has influenced and informed lots of larger, successful funding bids for projects to be delivered in the town which work towards the overall community vision for Ruthin.

Lessons Learnt

- Continued and meaningful community and stakeholder collaboration is key to unlocking projects of different scales to incrementally regenerate a town centre.
- Layering projects delivered by different community stakeholders can create a cohesive place for local people and visitors, when developed collaboratively over time. One organisation does not need to take on full responsibility for regeneration.
- Small, low-cost projects can catalyse investment in larger projects to transform a place.



Ideas for the future of Ruthin.

Impact

15 years of continued community engagement and incremental change has led to the development and delivery of many individual projects that contribute towards the overall improvement of the place for locals and visitors.

Next Steps

- A successful Levelling Up funding bid, led by the Local Authority, will transform the Market Square into a place for people and events, including heritage restoration and green links to improved park facilities.
- Market Hall operators, Ruthin Artisan Markets, have secured £1m to upgrade the Town Hall as a multi-generational community hub.
- Ruthin Futures is soon to begin work on its third addendum relating to themes of protecting the Welsh Language and culture, living well in the town centre and social sustainability and community resilience.

What could you do?

- Do you have the opportunity to support an Urban Room in your town which can facilitate conversations and ideas around the future ambition for your place?
- Are there opportunities for you to deliver smaller projects with the community or stakeholders that can generate a discussion about the future of the area?

Project information	
Client	Ruthin Town Council.
Team	Design Research Unit Wales and Welsh School of Architecture.
Partners	Denbighshire County Council, local stakeholders.
Funding	DCC £11m Levelling Up Fund bid for 10 projects Ruthin Artisan Markets £1m bid for Town Hall regeneration.
Time	15 years, ongoing.
Link	https://www.rhuthun.com/

Information contributed by Cllr Gavin Harris, Ruthin Town Council.



Haverhub Community Regeneration Hub

Haverhub is a grassroots community interest company formed in 2017 by taking over and regenerating a derelict, Grade 2 listed former post office head quarters in Haverfordwest town centre. Over time most of the site has been upgraded through numerous pots of capital funding, supported by an extensive volunteer network of 'Haverhelpers'.

The Haverhub meets a clear local demand, as it is booked 6-7 days and nights a week and is used as a café, co-working and events space, from weddings, to therapy services to conferences. It is run day to day by a skeleton paid staff and volunteers, supported by a mix of grant funding.

The post office building was recently brought into community ownership using grant funding and the Haverhub have also purchased a derelict warehouse behind it on the quayside. This additional building will provide a riverside entrance to the Hub along with additional meeting and activity spaces. A concept design for this additional warehouse space is under development and the community will be engaged in the design process.

Lessons Learnt

- A clear vision and driving force is required to keep momentum going and ensure continuity.
- Reliance on external funders can cause delays to the project and cashflow issues at certain points. This is difficult to mitigate, however preparing for a plan B and C helps to get ahead of any slippages that emerge.
- People are the most important asset and being under capacity is a risk, keep an eye on protecting team and volunteer time to avoid burnout.
- Where possible, develop relationships with the relevant teams in the local authority early on as there may be opportunities to work together to achieve shared aims.

Impact

Haverhub has created a town centre focus for creative and cultural regeneration in an otherwise abandoned building in the town centre. A snowball effect has been created around Haverhub where small indie shops have popped up around Quay Street.

The hub has created a new, neutral community space in the town that can facilitate constructive and collaborative conversations around the future of the area. Local people feel part of it and support the team involved in running it, acknowledging the value of Haverhub to the town.

The Haverhub team are aware of personal growth stories from involvement in activities at Haverhub, that make a really positive impact whilst being hard to quantify. Recording these stories will become part of the next stage of organisational development.

Next Steps

- The Haverhub team has been built to include several core paid roles including venue management, volunteer coordinator and grant support officer. Along with a new team of Directors, the organisation is being put in place to support the future sustainability of the Hub.
- Design, planning and fundraising for the next and final phase of work is underway to deliver the improvements to the quayside yard and warehouses.

“Haverhub is made up of people as well as bricks and mortar, with an infectious positivity! I see a very bright future for everyone involved in joining and growing the vision. Regeneration has PEOPLE as its most precious resource”.

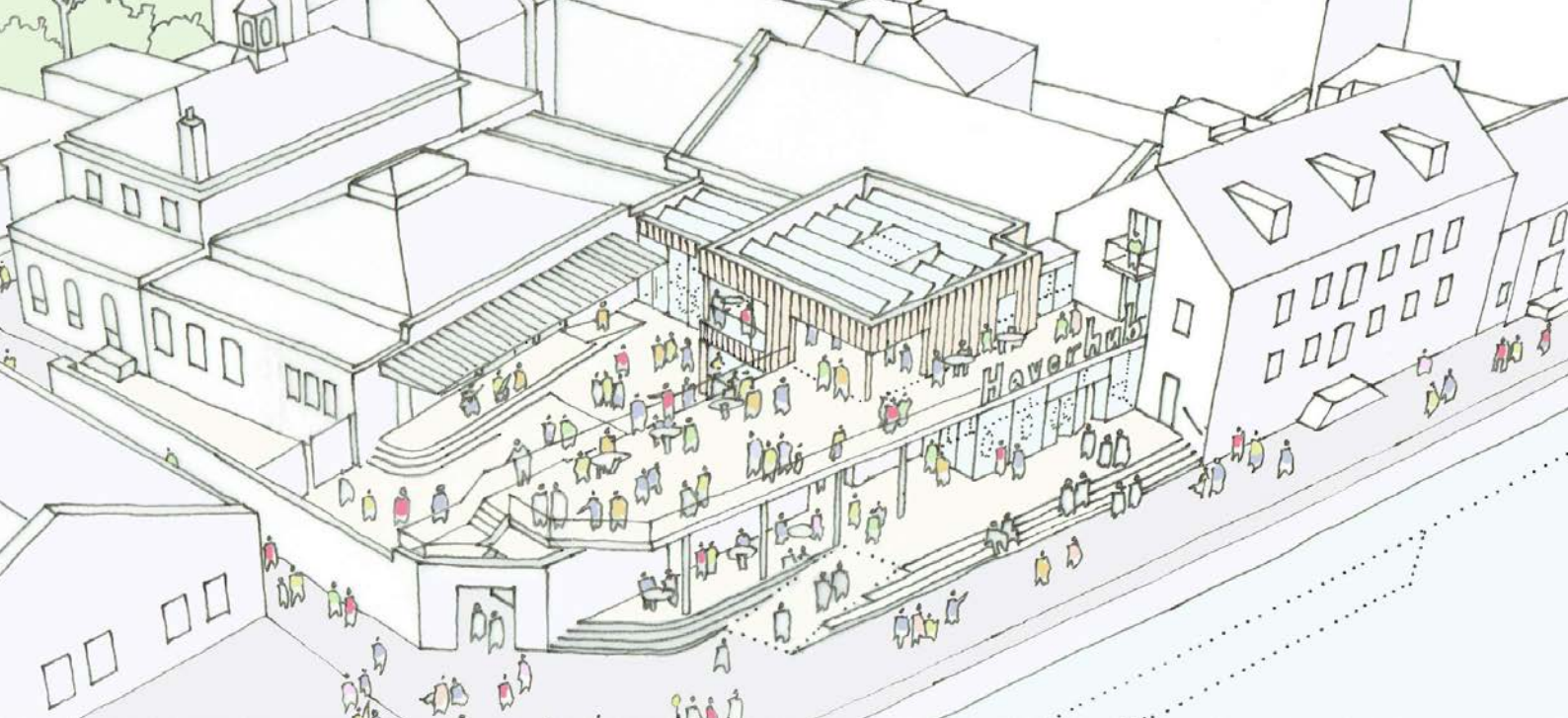
Gitti Coats – Founder and Project Director, Haverhub

What could you do?

- If you are part of a local authority, it is important to spot opportunities in the community to support delivery of grassroots projects where they may also help you to achieve your strategic aims and objectives.
- As a local person, if you see something lacking in your area then it is likely that this thought is shared by others in the community. Building a base of volunteers may help you realise this vision as a team, rather than an individual.
- Grassroots ideas and projects can have the same, if not more, impact on a place than formalised civic-led projects. Local support can help you achieve the aims of a project and sustain it longer term.



The Post Office HQ in 2014, before redevelopment.



Artist's impression of the next phase of work, connecting to the river.

Project information	
Project lead	Haverhub – founder/project director Gitti Goats. Jerry Evans, Initial community purchaser of site and project co-director 2017 – 2024 now retired.
Team	Haverhub collaborates informally across the third sector, creative industries, SMEs and Community Support Groups. The local stakeholder group includes the local Heritage Trust, community gardens, Town Council, PAVS, the local Muslim Community, Pembrokeshire College, local businesses and the Local Authority.
Funding	A selection of grants since 2015/16 to the value of £1.8 million, mainly capital with some revenue. Grants have been match funded by other grants, however the volunteer contribution has been crucial and significant.
Cost	Asset value approximately £750k Capital: £250k Staffing through earned income and revenue grants.
Time Planning	Haverhub was formed in 2017 and has run full time since 2021 when the post office renovations were complete.
Links	www.haverhub.org.uk https://www.facebook.com/haverhubcic

Information contributed by Gitti Coats, Haverhub CIC.



Regeneration Morryston

Morryston in Swansea was identified as a target area for Welsh Government's Transforming Towns programme, with a focus on the local high street, Woodfield Street. Community engagement at the start of the programme highlighted enthusiasm amongst the local traders to celebrate the heritage of the place to draw in visitors, supported by the redevelopment of the nearby Hafod Morfa Copperworks site.

The Regeneration Morryston Partnership Group was established by Swansea Council and Coastal Housing Group to identify key issues, secure funding, work more efficiently, engage the community, promote the project and identify best practice. The vision for 'a thriving heritage town' was developed with the working group, along with a local action plan with priorities such as; developing heritage and profile, supporting businesses, developing community and delivering place infrastructure.



Morryston Post Office, with converted upper floors for housing and green roof. Complemented by the greening project in the public realm.

Community engagement has been an important element throughout, with key early grant-funded projects building confidence and support from the local community as signals of the start of the programme. These engagement activities have included drop-in sessions, establishing a Community Group, work with local elected councillors and members, heritage events and academic research with the community and traders.

Lessons Learnt

- Accessing revenue funding to support and complement the capital funding is difficult and this challenge should always be planned for and reported to funding bodies.
- Community buy-in won't happen overnight. Tangible delivery of projects over time will build the confidence needed to sustain community support and involvement in regeneration activities.
- Identifying and contacting absent landlords of vacant properties can be challenging and so these properties are perhaps not made priorities for project delivery.
- Vacant Unit projects take time and patience. They must be supported by Officer resource to encourage and support grant applicants through the delivery process.
- Dedicated project resources are key to sustain momentum and keep 'boots on the ground'.
- Programmes and plans need to be long term and flexible to adapt to changing circumstances or new opportunities.

Impact

The programme has worked hard to deliver several projects, including; mixed residential/commercial development at St John's Church, green infrastructure pilots, shopfront improvements, public realm safety improvements, on-street greening, heritage walking trails, Tabernacle Church resilience project, Public Space Protection Order, Shop Local Shop Morriston campaign, foundational economy research with Manchester University and the new, annual Victorian Day to celebrate heritage and draw visitors.

The community and local businesses have benefitted from delivery of the programme across organisations, with resources shared more efficiently.

The green infrastructure and shopfront pilot projects have since informed the new Welsh Government Placemaking grant for the more recent Transforming Towns programme.

Next Steps

- The regeneration programme is set to continue with partnership and community groups and networks remaining in place.
- High profile redevelopment projects are nearing completion or coming to site, to further demonstrate confidence in the programme.
- Accessibility is a key theme to be addressed in the programme and strengthened through future project delivery.

What could you do?

- Who might you be able to partner with in the local community who have similar aims and ambitions for the place? Sharing ideas and resources could make the project quicker and cheaper to deliver.
- Source revenue funding to complement capital projects through events, animations and 'quick wins' to build confidence.
- If you are a funding body, consider how you can provide small revenue funding pots to support project development and community engagement towards larger capital investment.
- Can you allocate specific time resources to ensure the project is supported and sustained over time? How can the project team build long term relationships with the community to support delivery.

“a new approach to placemaking in Morriston, bringing a diverse group of partners together to deliver solutions, and finding innovative ways to use funding.”

Debbie Green, Chief Executive Coastal Housing Group



Christmas lights event in the town



Shopfront improvement at 3 Woodfield Street, funded by WG Placemaking grant.

Project information	
Project lead	Swansea Council & Coastal Housing Group.
Partners	Swansea Council economic regeneration and community development representatives, 5 local council ward members, Registered Social Landlords, Community reps eg Local Area Coordinator, Police, Welsh Government Regeneration team, Lower Swansea Valley key Friends Groups (Morrison Park, Hafod Morfa Copperworks, White Rock Copperworks).
Funding	The programme comprises a mix of large and small capital/revenue projects.
Cost	<p>The programme is supported by a mix of funding sources, such as Town Centre Loans, WG Road Safety funding, EnrAW, Business Improvement grants, Transforming Towns revenue., UK Share Prosperity Fund, Awards for All, WG SMART Towns, Community Facilities and in-kind support from the Partnership Group.</p> <p>Over £3.5m has also been secured through a mix of sources to support the long-term sustainability of Tabernacle Chapel</p>
Time	2018 - ongoing.
Link	https://www.swansea.gov.uk/regenerationmorrison

Information contributed by Paul Relf, Swansea Council.



Regeneration Through Pilot Projects

The Regeneration Team at Bath & North East Somerset Council takes a creative approach to delivering externally grant-funded, placemaking projects. Being multi-disciplinary, including planning, urban design, architecture, culture and heritage, the team take a holistic approach to projects and embed themselves in the communities they serve, from project conception through to delivery.

Resources

By incorporating costs for officer time in funding bids, the local authority can build specialist capacity in-house to reduce reliance on external consultants. Although there is value in using external consultants for specific and highly specialist advice, it is more cost efficient to use grant funding to pay for officer time and recruit relevant professionals to manage the projects.

The multi-disciplinary team can strengthen the projects by looking at them holistically across

Image: Cultural programmes support the regeneration of areas through immediate, community events which complement and test ideas for physical changes to a place.



'Art on the Street' temporary street dressing to create a sense of place and engagement in public space, to create an identity for the place.

different specialisms. Internal design reviews, for example, are undertaken to develop a comprehensive view of placemaking projects, from public realm technical design all the way to cultural and arts development.

The additional benefit of building in-house capacity is that the officers can share their skills and knowledge with other internal teams and departments, which extends the reach and value of grant funding across the local authority. For example, an urban designer in the team may be able to join a working group of another team to informally advise on design quality and placemaking, without the team needing to find funding to pay for consultant's time.

Community co-design

Embedding project delivery teams in the community creates a sense of local ownership and accountability of projects, which can often be lacking when external consultancy teams are parachuted in and out to deliver engagement. Where possible, the officer managing design and delivery will be based locally in the place, which may be in a pop-up space, with the local town council or in a satellite office of the local authority, to work closely with local people to co-design and deliver the project.

Pilots

Pilot projects are used to test ideas with smaller funding pots, to inform the design of longer-term strategies and capital projects. By testing low-cost projects on the ground, risk is minimised and feedback from the community can be effectively considered. This ensures value for money of external grant funding by using smaller funding amounts to learn from and inform long term projects with higher costs, thus strengthening the business case. These pilot projects have included: animation and re-use of vacant units as pop-up spaces, delivery of parklets to reimagine highway as public space, and cultural programmes to support local artists and groups to develop placemaking projects.

Lessons Learnt

- Early engagement and discussion with grant funders is key to demonstrate the value of building in-house capacity.
- Pilot projects are easier to get support for, either through the local community, Cabinet or internal approvals, as the projects are 'just a pilot' which then allows people to re-imagine a space or place long term.
- It's important to always keep an eye on upcoming funding pots to spot potential routes to deliver long terms projects after successful pilots.

Impact

A multi-disciplinary team of 14 people has been built over 5 years from one officer, to spot new opportunities, bid for new funding and take projects from inception to delivery.

Local stakeholders, community and project partners have benefitted from having a continued voice and input through their project officer, as long-term working relationships have developed and strengthened the quality of placemaking projects.

Several other projects and policies across the local authority have benefitted from formal and informal advice, or input, by the specialist officers from the Regeneration Team to strengthen the design quality and to take a holistic approach.

Next Steps

- Deliver long-term projects and ambitions, that have been informed by pilot projects and co-designed with the local community.
- Continue to build in-house capacity where needed to deliver the portfolio of placemaking projects.
- Build and create legacy projects with the local community that can continue once particular funding pots have concluded.

What could you do?

- Include in-house, specialist capacity in your funding bids, rather than relying on external consultants.
- Make a plan to pilot ideas with small funding pots, to inform long term investment in places.
- Embed local officers in places to co-design with the local community and create a 'face' of the organisation on the ground.



On-street parklet which creates greening and seating in a parking bay, to re-imagine how a space could look and feel.



Pop-up space which is used as an urban room during the week and a rentable space Friday-Sunday for local businesses, artists, community groups and charities.

Project information	
Team	Multidisciplinary Regeneration team, including Urban Design, Architecture, Heritage, Planning, Arts & Culture.
Partners	Town Councils, Community Trusts, Business Improvement District, Local Landlords.
Funding	West of England Combined Authority, Historic England, Arts Council.
Cost	£25m of funding, including revenue and capital for feasibility through to delivery.
Time	The team has grown from one to fourteen people, 2019 to present.

Information contributed by Wendy Maden, Bath & North East Somerset Council.





Creu Lleoedd Cymru
Placemaking Wales