

Practice Directory

Placemaking for Town Centres
2026





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This directory has been compiled by DCFW using information submitted by the practices themselves.

Placemaking has been put at the heart of town centre regeneration through the Transforming Towns Programme. This will continue as further town centre Placemaking Plans are completed and a range of interventions are developed and delivered from those plans that are in place. A range of professions and skills are needed to support local authorities in taking these initiatives forward, and it is important to get the right people for the job. This directory of practices provides an introduction to a range of practices* with skills and experience in:

- Urban design
- Placemaking
- Architecture
- Community involvement and cultural engagement
- Landscape architecture
- Regeneration
- Arts
- Transport planning and street design

* Please note that relevant procurement processes should still be followed to appoint a team for any given job. Inclusion in the directory does not represent endorsement by DCFW.

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Addo is a not-for-profit arts organisation that excels in community involvement and cultural engagement within the context of place-making. Rooted in its name—signifying “to give, bring, and inspire” in Latin and “to promise” in Welsh—Addo play a pivotal role as connectors, facilitators and project managers by uniting and empowering diverse stakeholders to deliver innovative and impactful cultural initiatives that make a real difference.

With specialised expertise in curating contemporary art in public spaces, Addo collaborates across disciplines, including urban design, architecture, heritage, health and wellbeing, environmental sustainability, and regeneration.

Co-produced with artists, communities, and private, public and voluntary sector partners, Addo’s projects include permanent public artworks, temporary installations, artist residencies, cultural programmes, strategic development, research, evaluation, feasibility studies, and fundraising.

By integrating creativity and sustainability, Addo’s work fosters cultural and community engagement and transforms everyday spaces into meaningful and dynamic cultural places and experiences.



Analog_

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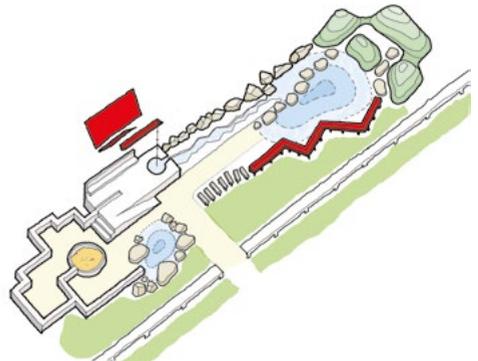
www.analog-architecture.co.uk

Analog architecture is dedicated to creating distinctive, meaningful and resilient architecture. Our creative practice goes beyond design of buildings to include public space, landscape elements, installations and community engagement.

Our rigorous design process unlocks the potential of a situation through strategic understanding of place and careful interpretation of context. We approach each project with renewed curiosity, finding joy in uncovering contemporary narratives of place.

We understand the value of dialogue with people who will live, work, learn and play in our spaces. We have a diverse range of engagement processes to shape our projects. This enables richer, more inclusive and delightful places. We are open to collaboration and regularly work with Situated Studio on placemaking, arts and community projects.

Our strength lies in transforming engagement outcomes and contextual references into contemporary and inventive ideas. Original concepts evolve which are strongly rooted in place; and elegantly composed, progressive and imaginative, with a deep responsibility for limited global resources.





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Hello. I'm **Chris Jones**. My many years of experience have helped me develop a unique set of skills in place-making, regeneration and consultation. Together, they mean I understand both the challenges communities face and how to overcome them.

Above all, I believe in the power place has to make people happy and create empowered, self-sustaining communities.

I've led place-making projects from both the client and consultant side. Projects include Caldicot's Cross destination space, Durham's Heart of the City public realm project and Blaenau Ffestiniog's regeneration scheme.

I've also worked on place-led studies across the United Kingdom. Places where I've worked include the Forest of Dean, Staffordshire, Northumberland, Scottish Borders, South Oxfordshire and towns across Wales. I also design opportunities for meaningful stakeholder and community participation, provide feasibility and business case advice and place based evaluations. In 2022, I won the RTPI Cymru Small Planning Consultancy of the Year.



cowshed

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Work with meaning. Since 2014.

In this changing world, we want our work to mean something. Get it right and we can change communities and even society. If that's not worth working hard for, nothing is.

Based in Wales' capital, Cardiff, we are an award-winning fully integrated agency with expertise in insights, strategy, campaigns, media relations, creative, digital, production, and consultancy.

Causes we believe in

In collaboration with Stride Treglown and the Welsh Government, we're helping deliver two placemaking plans in Wales:

1. Caerphilly Town 2035: Leading communications, campaigns, community engagement, and the town's place brand.
2. Development of Newport city centre's Placemaking Plan: Leading community engagement, communications, and developing the city's brand.

We support communities and create places that work for them.

We call it work with meaning.



At EDP our purpose is to deliver positive change for people and the planet. We understand the multi-dimensional value of land and put successful placemaking outcomes at the heart of everything we do. We go the extra mile – for our clients and each other, for the environment, and for the communities we affect. At EDP, we specialise in ‘environmentally led’ masterplanning, combining our placemaking skills with expertise in landscape, ecology, arboriculture and heritage. Our teams have a wealth of knowledge and it’s our philosophy to share that in-house to ensure our disciplines are fully integrated, not independent silos. We are signed up to the Placemaking Charter and have a DCfW design review panel member in the team. We work on all scales of development within Wales and across the UK, from smaller affordable housing sites to some of the largest, high profile urban extensions and regeneration projects in the UK.



Gaunt Francis Architects, established in 1997, is a commercial design studio with offices in London and Cardiff. We combine business acumen, technical excellence, and design creativity to deliver award-winning projects in the UK and abroad.

Our approach to Placemaking, termed “Creating Places,” involves thorough analysis and understanding of a project’s context, including social aspects. We engage with local communities and stakeholders to develop a shared vision, ensuring designs are environmentally responsible, cost-efficient, and beautiful.

The design process is iterative, incorporating post-completion analysis for continuous improvement. Sustainability and respect for context are central to our work, enhancing value through appropriate densities, scale, and uses. This method not only enhances the design quality but also fosters a strong connection with the local context and community.



Hiraeth.

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Hiraeth is an award-winning, design-led architectural practice based in Cardiff. We are passionate about creating rigorously informed, expertly crafted architecture that balances innovation with conservation. Our work spans Wales, the South West, and beyond, with a commitment to thoughtful, site-specific solutions.

At Hiraeth, sustainability drives everything we do. We specialize in low-carbon design, Passivhaus standards, adaptive reuse, and natural material technologies, delivering architecture that is as environmentally conscious as it is beautiful. Collaboration and research underpin our approach, ensuring projects respond authentically to their context and community.

Our expertise includes urban regeneration, masterplanning, community engagement, and the sensitive transformation of historic structures. As proud members of the Placemaking Wales Charter, we embed positive placemaking as a core value, striving to create architecture that enriches communities and fosters a sustainable future.



Jon James Studio Architecture, based in Cardiff and Cowbridge, has an “envelope-first” design approach, prioritising energy efficiency and sustainable building practices from the outset. The practice draws inspiration from traditional Welsh architecture, seamlessly integrating contemporary design with the cultural and natural context of each site.

The studio’s expertise extends to Passivhaus design and consultation, providing clients with guidance to achieve rigorous energy efficiency standards. By focusing on high-performance building envelopes, they ensure optimal thermal comfort and minimal energy consumption.

The studio has experience collaborating with local councils on placemaking initiatives, delivering community-focused developments that reflect the unique identity of Welsh towns and villages. Their commitment to conservation and thoughtful, sustainable design has positioned them as a significant player in shaping vibrant, cohesive communities.

By fostering a harmonious connection between people, architecture, and the environment, Jon James Studio Architecture strives to exemplify the transformative potential of placemaking in Wales.



Land Studio is a leading, nature-led design practice specialising in Landscape Architecture, Ecology, Engineering and Building with Nature. We have enabled this by creating a studio environment where our designers' passion for working with nature, and tackling the climate emergency, can be fully realised within our projects.

We use our expertise and our understanding of land and nature to generate a holistic set of proposals that deliver value for clients as well as unique experiences for the end user. We create places that enhance biodiversity, responsibly maximise the value of land and connect people with nature.

Defining the quality of the experience is the test of a site's success, whether it is a new place to live, a destination for a family day out or a productive working environment. Land Studio defines experiences by realising the potential of land, creating places where people, nature and the landscape interact.



LDA Design has expertise in urban design, regeneration, planning, community engagement, landscape architecture and public realm design. We believe that good placemaking is about quality, inclusivity and healthy lives lived well. LDA Design has a wealth of experience in engaging with communities and stakeholders. We are open and empathetic listeners bringing people into the design process through co-creation.

In 2022 LDA Design updated a key government policy document 'Creating Sustainable Places'. This is now mandatory across the Wales Government Property Division to ensure delivery against WFGA goals. Our Bangor Masterplan and Placemaking Plan have successfully secured a wide range of funding and investment, delivering transformational change in the city. We prepared the award-winning Masterplan for Aberystwyth and the Llanelli Town Centre Masterplan. Our placemaking strategies include Brecon Public Realm Strategy and the Mumbles Flood Defences. Our new parks include City Square, St David's, Cardiff and Prince of Wales Park, Swansea



Lichfields is the pre-eminent planning and development consultancy in the UK. We've been helping to create great places for over 60 years. Based in our Cardiff office, the Urban Design team understands the importance of place and the need for bespoke solutions to urban design challenges. Placemaking lies at the heart of our work, whether in the creation of new neighbourhoods or the regeneration of our towns and cities. We add value by combining creative flair, practical knowledge and an appreciation of what works commercially. Our approach to design is creative, realistic and collaborative, drawing on our expertise to identify opportunities, realise high-quality solutions, and to add value to projects. We serve a diverse range of clients including private individuals, commercial developers, local authorities and the Welsh Government.



Our Placemaking team brings together urban design, place economics and town planning expertise to provide an integrated masterplanning, regeneration and delivery advisory service, in combination with the offer from the wider company.

Our approach is based upon an integrated multi-disciplinary and collaborative approach, anchored by a passion for places, the environment and health and wellbeing. We use our deep contextual understanding of place as a springboard to devise value adding design, plans, and strategies. We work across a wide range of sectors to integrate placemaking-led thinking with commercial awareness and deliverability.

We can offer scoping, preparation and review of

- Masterplans and Development Frameworks
- Public realm and street design
- Town centre strategies and Placemaking Plans
- Transport infrastructure urban integration studies
- Design policy and guidance
- Development capacity studies

We draw upon a wider global multi-disciplinary depth across Architecture, Landscape Architecture, Transport Planning, Healthcare Planning, Sustainability and Environmental disciplines to deliver a wrap-around service.



Building healthy and resilient communities for future generations is the motivation for all of our work. Whether we are working on community-led housing schemes, senior care or co-housing multigenerational village communities, this is paramount. We forge links with existing communities while creating new mixed-use and walkable neighbourhoods, which require our skills in architecture, urban design and community engagement. We work closely with specialists in other fields who contribute their skills to assist in the important task of sustainable place-making. This typically includes landscape architects, suds designers, highway consultants, engineers, ecologists, energy, sustainability and planning experts, and others. The clients bring skills which can include regeneration and development expertise.

We encourage heritage buildings to be rescued and recycled as part of the zero-carbon challenge. Our team of six comprises three architects with planning and urban design skills; an experienced architectural technologist and office manager.

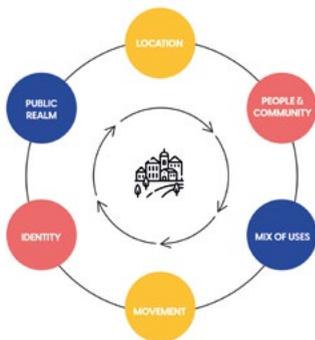




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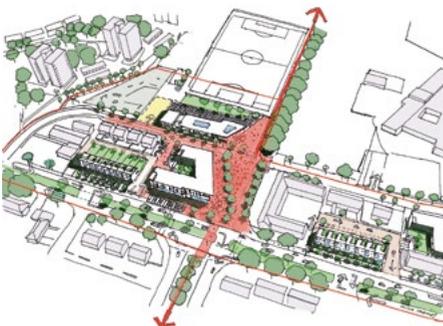
Owen Davies Consulting is a leading placemaking consultancy committed to making places memorable, liveable, and viable. With over 30 years of experience, we have shaped the future of more than 90 towns and cities across the UK. We are signatories of the Placemaking Charter for Wales, former advisors to the Welsh Government's Ministerial Task Force for Town Centres, and former experts for the UK Government's High Street Task Force.

Our expertise spans planning, economic development, and regeneration, including feasibility studies, masterplanning, property and housing renewal, Business Improvement Districts, heritage, and community engagement. As pioneers of digital placemaking in Wales, we integrate smart technologies to enhance town centres. Beyond digital, our tailored, sustainable strategies ensure towns and cities are vibrant, resilient, and thriving. Recognised by the RTPi in 2024 for excellence in plan-making, we deliver impactful solutions for communities and the economy.



Powell Dobson Architects approach placemaking through the principle of “Social Architecture”, exploring opportunities for connection, recognising that sustainable places and communities are not simply built, but rather they grow from shared experience, and that shared experience happens in shared spaces - the buildings, streets, squares, and parks of our villages, towns & cities.

Our experienced cross-sector team works collaboratively to deliver the most successful placemaking, from large strategic masterplans and feasibility studies through to detailed design and delivery of buildings and the spaces between them. We look to create inclusive places and public spaces that respect their social and urban context, that matter to people that will use, enjoy and feel a connection with them - new homes and neighbourhoods that are built into, not onto existing communities; urban developments that repair the fabric of established streets and spaces; and town centre regeneration projects that support sustainable, long-term economic strategies.





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PRP is an interdisciplinary mixed-use and housing-focused architectural practice with a legacy that spans over 60 years. The company is known for its high-quality buildings that enrich the lives of residents, visitors and their communities. Whether regenerating inner-city estates or town centres, masterplanning new neighbourhoods, designing homes for older people or creating new public realm, the practice's ethos is always the same – intelligent, responsive and sustainable solutions, delivered with professionalism and total integrity. PRP designs and technically delivers a range of projects, including Landscape Design, and has over 100 awards to its name.

Working throughout the UK, the practice's connection to Wales includes the design of Michaelston College, Cardiff's first Wellbeing Village with housing for older people alongside community facilities. Partner, Craig Sheach, is a Co-Chair of the Design Commission for Wales Review Panel and Partner, Andrew Mellor, advises the Welsh Government on regulations and building safety. PRP is a B Corp Certified company and signatory of the RIBA's 2030 Climate Challenge.





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Roberts Limbrick is a team of over 100 placemaking creatives based in Gloucester, Newport, and London.

Our projects are united in the common aim of improving lives, connecting communities and enhancing our environment.

We create spaces at the heart of communities. Our architects, urban designers, masterplanners and landscape architects understand how people interact with places. They use this knowledge to make a positive impact in every design.

Our approach collaborative from the start. Only through truly understanding community needs can we offer effective solutions. We are well versed in consultation bringing together a range of methods and tools to capture stakeholder and community views and aspiration.

By combining capability with creativity, we produce people led designs which positively contribute to the form and function of a place.

We offer a full range of placemaking services including urban design, architecture, landscape architecture, masterplanning, and 3D modelling for design testing and visualisation.



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I am a creative regeneration specialist with over 30 years of experience in placemaking, co-design, cultural development and programming/events across Wales, the UK and Europe. My work focuses on making the linkages between people, places and creativity to support a more democratic and fair sense of place.

I have particular expertise and success in working with people on the ground to build self-belief and a positive sense of place and opportunity through:

Community Engagement: involving diverse stakeholders in fun, friendly, playful and purposeful dialogue and activities to understand the lived experience of places. Giving confidence and support to those with ideas and initiative and removing barriers to realising change.

Tactical urban prototyping and action planning: designing and implementing low-cost and scalable interventions to make change happen quickly, test ideas, boost community morale and encourage participation such as pocket parks, pop up temporary projects, urban greening, community arts.

Project development/management and facilitation of dynamic collaborative teams for strategic planning and creative grassroots driven change.

Underpinning all my work is a desire to achieve inclusive and sustainable change for the better.



The Savills logo consists of the word "savills" in a lowercase, sans-serif font, colored in a dark red or maroon hue. It is positioned on a bright yellow rectangular background.

Nick Bennett, Director
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Savills are a leading international real estate advisory firm with a multi-disciplinary team. Across the UK we are one of the largest investment advisory, planning consultancy, development consultancy, and real estate research firms.

Savills's approach to placemaking is always humanistic, and people centred, embedded in social value of a place that will interrogate and challenge the key ingredients with an exciting consortium of expertise, to ensure inspiring concepts, creating a resilient and deliverable place. Savills offer a range disciplines that can shape great places. The team offers a fresh, innovative and an 'out of the box' approach to town centre regeneration.

From their Cardiff office Savills have delivered a range of placemaking plans and strategies across Wales, combining planning expertise, property market understanding, data analytics, with stakeholder engagement with local people and leaders.





**Situating
Studio**

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Situating Studio is a creative, ambitious and innovative practice run by architect/artist, Amanda Spence.

We pursue placemaking projects across a diverse range of type, scale and budget, including mapping, analysis, masterplanning, creative community engagement, pop-up/meanwhile projects, feasibility studies, installations, play spaces, outdoor places and buildings.

We approach all projects with a creative and critical approach to the site, context and brief, and a care for the impact of our work on the environment and the communities in which they exist. Bridging the disciplines of architecture, art and landscape, we strive to create sustainable, engaging places which capture the spirit of place.

Recent work includes a pop-up community orchard in Aber Valley to test ideas about connecting with nature and encouraging social interaction; and an artist-designed playground informed by creative engagement with school children.

We regularly collaborate with Analog Architecture on projects with arts, culture, community and placemaking at their heart.





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The environment in which we live faces increasingly complex global challenges, with climate change, economic constraints and a biodiversity crisis shaping the context of natural and built environment projects. Within the SLR family, we respond to these environmental challenges with enthusiasm and innovation, to help our clients meet these challenges head on.

Our experience tells us that the smallest of projects can have a big impact, while even the largest strategies require a detailed understanding of delivery.

Our vision is to design, plan and model smart, integrated, multi-modal, low carbon solutions for communities, and to deliver a valuable and lasting contribution to society through the creation of healthy, sustainable and resilient places.

Our team is shaped to provide outstanding multidisciplinary advice from assessment and evaluation of sites, through to delivering transformational physical change; applying our deep understanding of the planning, design and development process to achieve successful outcomes.



STRIDE TREGLOWN

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Stride Treglown is an employee-owned placemaking practice and a Certified B Corporation®. This means that we strive create positive impact for our clients, our communities, our people and the environment.

As a placemaking practice, we deliver much more than design services. By merging the skills, experiences and passions of our urban designers, architects, landscape designers and town planners, our strategic advisory placemaking offer helps our clients to secure the best outcomes for the benefit of everyone. We seek to collaborate in creating great places using our expertise in developing placemaking plans, regeneration strategies, detailed masterplans. Whether strategic or detailed, our robust approach ensures that we work to understand the unique characteristics of a place and its people.

We are currently supporting several local authorities and Welsh Government across south Wales on the creation and delivery of placemaking plans and regeneration masterplans in places such as Cardiff, Caerphilly, Newport and Penarth.



We were formed in 2005 to bring together planning, landscape architecture and architecture through urban design. We create feel-good places that make a positive, lasting difference for people and the environment. We love seeing our ideas, advice and effort come to life. Making plans is the easy part; delivering them properly is what matters.

Our approach balances bold ideas and fresh thinking with a strong business case. A consistent record of successful project delivery shows this works, and our many trusted, long-standing client relationships reflect the value we bring.

Placemaking is at the heart of our practice. For 20 years, understanding the nature of place and its meaning to communities has shaped our work. We embrace the Placemaking Wales Charter, using it to create bold place visions, strategies and designs. It also guides our community engagement, ensuring our work is locally led, impactful and built for long-term success.



URBAN

FOUNDRY

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Urban Foundry is a creative regeneration company working to make towns and cities better places for everyone. Founded in 2004, its approach centres on turning ideas into lasting change through four connected areas:

- Engaging communities and stakeholders to shape meaningful projects.
- Activating places through temporary and permanent interventions that unlock social, economic and environmental potential.
- Supporting startups, social enterprises and local businesses to grow sustainably.
- Delivering measurable social value.

Urban Foundry works across meanwhile spaces, historic buildings, street markets and enterprise support programmes, testing and refining ideas to understand what truly works in place regeneration. A purpose-driven company, accredited Living Wage employer and certified B Corp, Urban Foundry champions creativity, collaboration and business as a force for positive social change.



URBAN HABITATS

thinking | strategy | making

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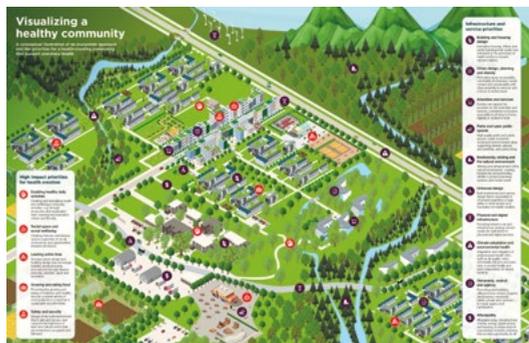
Creating healthy places. **Urban Habitats** is a creative, research-led practice. Proudly based in Wales, our healthy placemaking work is recognised internationally. We are value-driven: improving planetary health; advancing population wellbeing; reducing inequalities; fostering community co-production; and employing evidence-informed approaches.

We support you to create places that benefit people and planet. Our team brings together transdisciplinary skills and approaches from public health to placemaking.

We work with organisations and communities in all corners of Wales, identifying what works to achieve your long-term goals with evidence-informed approaches. We prioritise inclusion and the expertise of people in local places as foundational to creating wellbeing.

Our services address the complete healthy placemaking lifecycle: strategy & business case; strategic briefing; community engagement; wellbeing in design; health impact assessment; urban design; street design; regeneration; social research & evaluation.

Please get in touch to discuss how we can help transform your places into vibrant, health-supporting environments!







Creu Lleoedd Cymru
Placemaking Wales



DESIGN
COMMISSION
FOR WALES
COMISIWN
DYLUNIO
CYMRU



Llywodraeth Cymru
Welsh Government