

Prioritising + sequencing projects

02

All photos from the Wales Town Booster Pilot Programme March 2026.
Credit: Creative Communities International, DCFW, Vale of Glamorgan Council.



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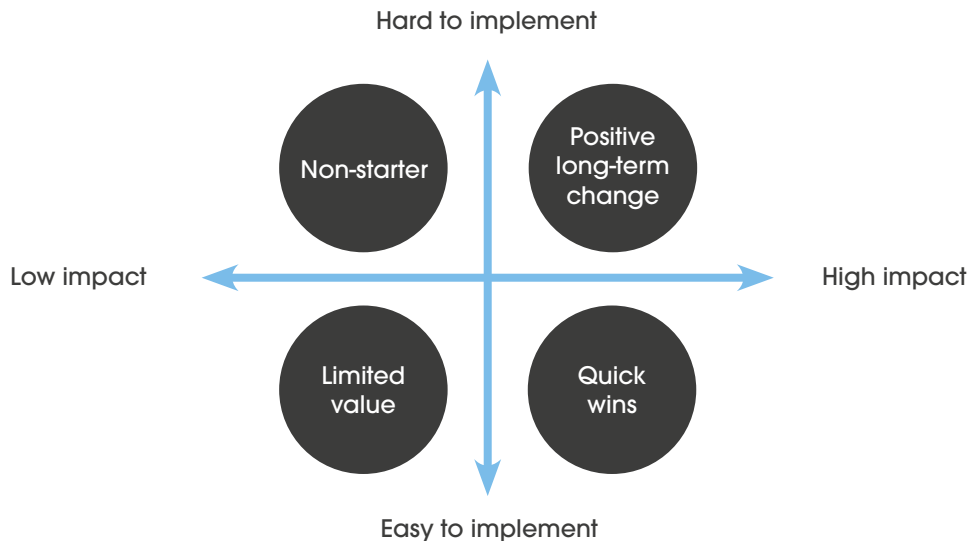
Once a Placemaking Plan is complete it is important to identify where and how to start taking action. This guide will help you to prioritise and sequence the quick-win projects and opportunities for community involvement that emerge from your Placemaking Plans so that you can start delivering change as quickly and effectively as possible.

Identify

Every Placemaking Plan is (rightly) different. Some contain lists of ideas for projects of varying scales, including quick wins, whereas others focus more on strategic change and larger scale interventions which will take more time and funding to implement. Whatever the case, it is important to go through the plan and make a list of potential quick win projects and projects that the local community and businesses could help deliver. Always keep the main vision and aims of the Placemaking Plan in mind.

Appraising the likely impact a project will have and how easy or hard it will be to implement can help with prioritisation.

Project Prioritisation Matrix



Using a matrix that plots how easy a project is to deliver against the level of anticipated impact can be a helpful way to prioritise projects.

Non-starter – these projects will take significant resources to implement but do little to address the identified needs or add value to the town.

Limited value – these are easy to implement but do little to address the issues. They can be a distraction from more meaningful interventions.

Quick wins – these make a quick difference to the place and are a good place to start while other projects are developed.

Positive long-term change – these take time and resources to implement but will be worth it for the value that they bring.

Once you have a list of projects, think about:

- Who needs to be involved to deliver it.
- What type and how much funding would be required, and where it could come from.
- What barriers there are to delivering it and how these could be overcome.
- How quickly it could happen and whether anything else needs to happen before it.

You may find it useful to record this process in a table like the one below.

Project	Who	Funding	Barriers	Solutions	Time

Map funding and resources

In parallel with identifying potential projects, map out what funding opportunities and resources are available.

Make a list of potential internal and external funding sources, noting any deadlines for applications, time limits or expiry dates. Find out about eligibility, such as what can be funded, who can apply and whether match funding is required. (Take a look at 07 FUNDING GUIDE in this pack for more information.)

Also make a list of other resources available, such as willing volunteer groups, material supplies, local skills and potential donations.

Now you can start matching project ideas with the funding and resources available.

Sequencing and next steps

By matching potential projects with the funding and resources available, you will start to see what can be delivered most easily and quickly. Prioritise projects with the fewest barriers, and get started on them straight away.

EXAMPLE: There is a proposal for a community garden and social space on a patch of council-owned land, a local gardening group keen to volunteer and a nearby garden centre willing to donate plants. There would not be a requirement for planning permission, and the site does not affect highways. A small amount of funding is required for materials not being donated by the garden centre, but there is a community growing fund which the gardening group are eligible to apply for, and some 'left over' budget which can be used as match funding.

Next, start working on overcoming barriers to other projects. Aim to get something physical related to placemaking plan that demonstrates change delivered within a year of the plan being adopted.

Starting with the highest priority, plan out the sequence of steps that needs to take place to deliver each project. Work out who needs to be involved at each step and how long it should take. Set target dates and designate responsibility for each step; and make arrangements to review plans regularly. Be both ambitious and realistic about the time and resources available. You may find it useful to use a table like the one below::

Project title				
Task	Who involved	Responsibility	Target date	✓
1.				
2.				
3.				
4.				

This will give you a working delivery plan and list of 'next steps' to keep things moving.

Be ready for new ideas

If the Placemaking Plan and opportunities to get involved are well-promoted, community groups and local businesses may come to you with their own ideas for events or physical projects. If they align with the vision and objectives of the Placemaking Plan, be ready to support them and add them to your delivery plan. Ideas which come from the community are likely to already have lots of momentum behind them, which is great for achieving quick wins.



“YES!” Document – removing barriers

There may be common barriers to delivering placemaking projects and enabling community involvement. These could delay or put a stop to potential quick win projects, both those led by the local authority, and those instigated by the community.

Think about what kinds of activities and interventions that align with the Placemaking Plan ambitions and vision you could give permission for in advance, and create a permission document – or “yes!” document. Then, rather than telling people, “No, you can’t do that”, you can tell them, “Yes, you can do these things”. This will encourage communities and business to get involved and reduce the time it takes to see improvements. For example, where a high street is looking drab, you could give permission for street furniture to be painted in certain colours, or for planters and seating to be installed in certain zones as long as a minimum width is kept clear for access.

Creative Communities International’s **7 Day Makeover programme** to transform town centres includes this approach as part of the process of involving communities in quick-win placemaking projects. <https://www.creativecommunities.com/7-day-makeover>.

In March 2026, Creative Communities International carried out a One-Week Town Boost Pilot Programme to test a similar approach in Wales. You can read a case study on the programme in **10 CASE STUDY: WALES ONE-WEEK TOWN BOOST PILOT PROGRAMME** in this resource pack.

