

Raising awareness & coordinating placemaking

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

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This guide will help you promote your Placemaking Plan and the activities that result from it, so that a wide range of people are aware of what's happening and have opportunities to get involved. A well-coordinated approach and consistent identity to the work will help to make placemaking in the town as inclusive and impactful as possible.

Identity

How will people know that quick-win projects, community events and installations and opportunities to volunteer are happening as a result of the Placemaking Plan? Having a consistent identity across all the outputs and activities that come from the plan will improve awareness and help the community to know that they were listened to and that action is now being taken. When activities are clearly related and coordinated, they will make a collective impact which is greater than the sum of the individual parts.

What does 'identity' mean in this context? Making sure that outputs and activities have a consistent look and feel will help people identify them as belonging to the Placemaking Plan.

There may already be an identity for the town, or one that came out of the Placemaking Plan work. If not, it doesn't need to be a complicated or expensive process to create one, but you could appoint a graphic designer to help. Consider the following:

- Use a consistent palette of three or four colours
- Use a consistent typeface (or one for headings and one for body text)
- Use consistent motifs, shapes or patterns
- Include a short slogan or strapline which captures the vision of the Placemaking Plan

Once established, the identity can be used for...

- Engagement materials
- Posters
- Website and social media content
- Window or pavement stickers where change has taken place or venues have participated,
- Physical interventions
- Decorations at events
- Newsletters
- Wayfinding

Advertising and promotion

Events, activities and opportunities should be widely advertised so that a range of people can be involved, and to build awareness of placemaking work. Different methods of promotion will attract different audiences. Consider the following:

- Physical and/or digital Placemaking Newsletter
- Physical and/or digital community notice board
- Posters to advertise events and volunteering opportunities
- Local radio
- Local press
- Websites
- Social media
- Public events
- Pop-up or drop-in information events
- LA presence in town centres
- Engagement events

Capturing activity

When placemaking events and activities take place, make sure they are captured in a way that can be easily shared and promoted. Photography and video footage will be useful content for use on social media, websites and newsletters. Consider appointing a photographer to attend events, or make sure one of the participants is given the responsibility. Capturing video in portrait format will make it easier to share on social media reels.

Coordinating events and activities

It is important that events and activities are not planned in isolation. A central Placemaking Calendar shared between the local authority, key community groups and businesses will help coordinate activities and avoid clashes. Other major events outside of placemaking activities, such as festivals and seasonal events, should also be marked in the calendar. Consider whether running activities in parallel will be beneficial or have a negative impact. Having events and activity happening at the same time can create a buzz and capture a bigger audience, but volunteers and other participants can only be in one place at a time! Also be aware that some events may put some potential visitors off visiting the town so a balance is needed and clear messaging that the town is still open for business on event days.

