

Road Map guide

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



Road Map guide

As well as encouraging local community and business involvement in projects which emerge from the Placemaking Plan, individuals or groups may have their own ideas for installations, improvements and events which align with placemaking objectives. To support these projects, it is important that people know where to go to share ideas, who they need to speak to, what permissions and other requirements are needed, and what steps they will need to take to make the idea reality. The process should be made as simple, quick and smooth as possible to encourage community participation and avoid anyone becoming frustrated or disheartened when they are trying to make a difference.

This guide accompanies a template Road Map document, which can be used to make clear the processes that need to be followed to deliver community-led placemaking projects and events. The completed Road Map document can be given to members of the community who come with ideas or want to find out more. If you already have a clear process set out, you may not need the template, but it is still important to make sure the right point of contact and necessary information is easy to find. You should decide if separate Road Maps are needed for events and physical interventions, or if one can cover both types of placemaking activity with clarity.

Before finalising it, review the Road Map document with colleagues in other departments and other organisations (e.g. Town Council) to make sure all the information is correct, and that the process is as simple as it can be.

Main point of contact

Establish who or where the first and main point of contact should be for anyone with an idea or wanting to run a placemaking project. This person should also be able to provide support and answer queries as the project progresses. It might be better to have a general placemaking email address and phone number, rather than a specific person so that there is continuity and always somebody available.

The main point of contact should be able to quickly point the enquirer in the right direction and give them all the information they need to help get the project off the ground. The information can be in the form of a completed Road Map template, and should include which permissions and licences are required, insurance requirements, risk assessment templates, what to consider in relation to maintenance and how to promote the project.

Give some thought to where and how the main point of contact can be advertised so that people can quickly and easily find out about delivering their idea without losing enthusiasm. Consider the following:

- Placemaking newsletters.
- The placemaking section of your website, alongside the published Placemaking Plan, for example.
- Public noticeboards, posters and flyers.
- Social media posts.
- Placemaking and other public events.
- Placemaking or local business forums.

Addressing placemaking aims and ambitions

It is important that all placemaking activities, including those instigated by the community, are coordinated so that they work towards achieving the aims and vision set out in the Placemaking Plan. The Road Map document should briefly summarise the Placemaking Plan vision and aims so that enquirers can align their ideas with it. This will have more impact than an uncoordinated piecemeal approach.

Who needs to be involved?

List all the departments and people that the enquirer may need to be in contact with to plan, finalise and deliver their idea. The list will vary depending on the type of activity they have planned, so be clear about this. For example, closing a street for half a day to run an event will require different contacts to sprucing up a community wildlife garden.

Permissions and licences

Set out all the permissions and licences that will be required, including how to go about getting them, how long it will take and whether there is a cost attached. Again, this will be different for each type of placemaking activity, so make it clear what circumstances will mean a licence or permission is required. Temporary projects or meanwhile uses may not require permissions that would be applicable to permanent projects.

You can also share a link to your placemaking 'Yes!'/permission document if you have one. It might be that an initial idea can be tweaked so that it falls within the scope of what can be done without additional licences or permissions without losing its impact. This has potential to speed up the delivery. (See **PRIORITISING AND SEQUENCING PROJECTS** for more information.)



Insurance requirements

Public Liability Insurance is usually required for public events and building works or interventions in the public realm. If an organisation has employees, they will also require Employer's Liability Insurance.

For built works, there are situations which may also require Professional Indemnity Insurance (e.g. for design work or structural calculations), and/or Contract Works Insurance.

For public events, it may also be prudent to have Cancellation/Abandonment Insurance to cover losses if the event can't go ahead, and Property Insurance for damage to equipment. Individual participants such as stall holders and performers may also be required to hold their own insurances.

Be clear about what types of insurance and levels of cover will be required for different types of activity and who the responsibility for each type of cover lies with – whether it is covered by the local authority or Town Council or the person/group undertaking the activity.

Risk Assessments

It is important that everybody is kept safe while placemaking events and projects are implemented, including local authority staff, organisers, contractors, volunteers and the general public. Most placemaking activities will require risk assessments to help manage risks to health and safety. Not all members of the community will be familiar with undertaking risk assessments, which could lead to delays and/or unnecessary risks to people's safety. Most local authorities will have examples or template risk assessments for different scenarios. Make these readily available to people wanting to undertake placemaking projects themselves.

Maintenance and planning for the future

Whilst the ambition is to involve local communities in delivering quick-win placemaking projects so that a tangible difference is made in a short space of time, it is also important to consider the longer term issues attached to a project.

If the idea is for a physical intervention, long term maintenance and responsibility needs to be planned for. Without proper upkeep, a placemaking projects could give a negative impression to a place over time.

Make a list of departments and people (e.g. Parks, Street Cleaning, Highways) who should be contacted for different types of projects.

If you have examples or template Maintenance Schedules, make them readily available.

Promoting placemaking projects

Once all the required permissions, licences, insurance cover and future planning is in place, the placemaking project will need to be widely promoted to encourage participation, recruit volunteers, source skills and materials etc. as required. Refer to the Raising Awareness & Coordinating Placemaking guide for more on this subject.

List all the different methods and media available for promoting placemaking projects, and the format information and visual material needs to be in to make use of them. You might have template posters or social media posts which can be shared, to make it easy for people to advertise the project.

For events, make use of and share your central Placemaking Calendar so that timings can be coordinated to have the best impact.

