

Funding 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.



Funding guide

Once a Placemaking Plan has been published, funding is required to implement the different elements of the plan. It may take a long time and lots of resources to raise funds for the larger projects, so it is important to identify smaller, quick-win projects which will require smaller amounts of funding to allow action to happen before the plan loses momentum.

Types of funding

Funding for the smaller projects and community activities can come from numerous places, and it is worth exploring all potential sources when planning placemaking activities, including:

- Local authority and town council budgets
- Welsh Government grants
- Charities
- Local businesses
- Cultural organisations

- Universities
- Crowd funding
- Social value/community benefits
- Development partners

Each source of funding will have its own eligibility criteria, range of funding available, dates and deadlines for applications and spending and match funding requirements. Therefore, it will be useful to keep a list or spreadsheet of potential funding sources to avoid opportunities being missed. This can be updated regularly as new opportunities are identified and old ones expire. You may find it useful to include the information as set out in the table below.

Source	£-££ available	Application deadlines	Eligibility	Match Funding	Spending deadline

Internal funding

Good placemaking requires a collaborative approach, working across local authority departments. This means that internal funding for placemaking activities could also come from the budgets and funding available from multiple departments, not just regeneration and planning budgets. For example, placemaking projects could relate to active travel, public art, heritage, highways, parks or events. Explore what funding pots are available across departments, and see if they match any of the quick-win and community placemaking activities identified in the Placemaking Plans.

At the end of the financial year, there may be unused budgets which could be tapped into for placemaking activities. Regular communication with other departments, and updating your potential funding spreadsheet will help make the most of budgets, opportunities and collaborative working. Keep a list of small project ideas that could make use of funds available at the end of the year.

Welsh Government

Keep track of deadlines associated with Welsh Government grants with criteria which match the aims and vision of Placemaking Plans.

Local businesses

Local businesses may be interested in sponsoring and supporting placemaking events and projects where there is opportunity to promote their products or services. Local business forums can be useful for building connections and identifying opportunities for them to get involved in placemaking delivery.

Charities and cultural organisations

National and local charities and cultural organisations often have small grants and funding pots available for community activities. These sometimes require match funding. Depending on the organisation, funding can be for a range of activities and projects, including community growing, arts engagement or street improvements. Make a list of potential sources, including Arts Council Wales, Keep Wales Tidy, Wildlife Trust, Coalfields Regeneration Trust and others.

Universities

Universities and colleges sometimes have budgets and resources for community engagement which could tie in with the delivery of placemaking activities. Make contact with local institutions to find out what opportunities are available.

Crowd funding

Crowd funding websites such as spacehive.com exist to support people to improve their local area through projects such as revamping playgrounds, setting up community allotments or new street markets. Members of the community set up a project page outlining what they intend to achieve, and collect pledges to raise funds to deliver the project. This is a good option for funding placemaking projects that have an active and enthusiastic community group or individual behind them. The community group would be responsible for raising the funds, but the local authority can provide support and make sure the project aligns with its placemaking objectives.

Social value/community benefits

The public procurement process allows for conditions of contract which bring social value or community benefits. Welsh Government has published a guidance document with more detail on this topic: <https://www.gov.wales/wppn-003-social-value-clauses-community-benefits-through-public-procurement-html>

The term Social Value covers the social, environmental and economic impacts of actions taken by communities, organisations, governments and individuals; and Social Value Clauses or Community Benefits refer to conditions of contract or conditions grant or match funding in public sector expenditure designed to achieve social, environmental, economic and cultural added value outcomes when tendering for works, services or supplies. The Welsh Government guide explains that contributions to community initiatives can include 'those that support tackling poverty across Wales and that leave a lasting legacy within the community; promote attendance and participation in community and cultural events and that protect our cultural heritage'.

Where a Placemaking Plan has identified a need for added social value or community benefits, you can consider adding matching clauses to the procurement of larger projects.

Placemaking Funding Pool

Matching many placemaking projects with different sources of funding can be demanding on time and resources. Consider setting up an internal Placemaking Funding Pool where funds from different departments and budgets are pooled. Then placemaking projects which meet certain criteria can apply to the pool for funding, rather than making lots of separate applications. Criteria for accessing funds from the pool should align with the ambitions and visions of Placemaking Plans.

