Creative Placemaker briefing and appointment template

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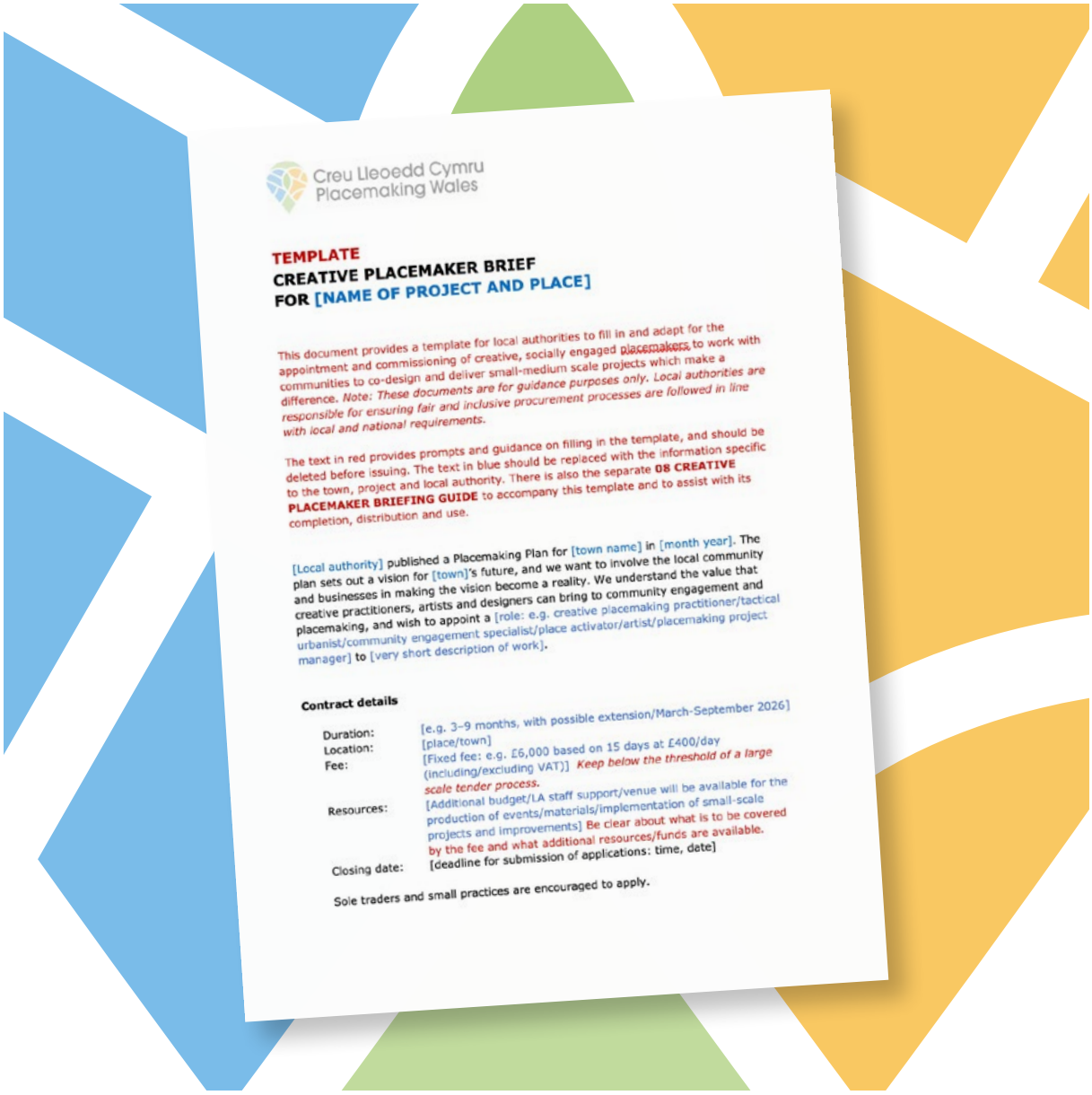
All photos from the Wales Town Booster Pilot Programme March 2026.
Credit: Creative Communities International, DCFW, Vale of Glamorgan Council.

Creative Placemaker briefing and appointment template

See attached template document.



Creu Lleoedd Cymru
Placemaking Wales

TEMPLATE
CREATIVE PLACEMAKER BRIEF
FOR [NAME OF PROJECT AND PLACE]

This document provides a template for local authorities to fill in and adapt for the appointment and commissioning of creative, socially engaged placemakers to work with communities to co-design and deliver small-medium scale projects which make a difference. *Note: These documents are for guidance purposes only. Local authorities are responsible for ensuring fair and inclusive procurement processes are followed in line with local and national requirements.*

The text in red provides prompts and guidance on filling in the template, and should be deleted before issuing. The text in blue should be replaced with the information specific to the town, project and local authority. There is also the separate **08 CREATIVE PLACEMAKER BRIEFING GUIDE** to accompany this template and to assist with its completion, distribution and use.

[Local authority] published a Placemaking Plan for [town name] in [month year]. The plan sets out a vision for [town]'s future, and we want to involve the local community and businesses in making the vision become a reality. We understand the value that creative practitioners, artists and designers can bring to community engagement and placemaking, and wish to appoint a [role: e.g. creative placemaking practitioner/tactical urbanist/community engagement specialist/place activator/artist/placemaking project manager] to [very short description of work].

Contract details

Duration:	[e.g. 3–9 months, with possible extension/March-September 2026]
Location:	[place/town]
Fee:	[Fixed fee: e.g. £6,000 based on 15 days at £400/day (including/excluding VAT)] *Keep below the threshold of a large scale tender process.*
Resources:	[Additional budget/LA staff support/venue will be available for the production of events/materials/implementation of small-scale projects and improvements] Be clear about what is to be covered by the fee and what additional resources/funds are available.
Closing date:	[deadline for submission of applications: time, date]

Sole traders and small practices are encouraged to apply.