**Placemaking definition**

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. With community-based participation at its centre, Placemaking capitalises on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people’s health, happiness, and well-being. Placemaking is both a process and a philosophy.

Placemaking inspires people to **collectively reimagine and reinvent public spaces as the heart of every community**. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to **maximise shared value**. Placemaking facilitates better urban design & creative patterns of use, paying particular attention to the **physical, cultural, and social identities** that define a place and support its ongoing evolution.

**Successful Placemaking** needs the 3 key ingredients:

- **PEOPLE**
- **COMMUNITIES**
- **THE ENVIRONMENT**

**WHAT MAKES A GREAT PLACE?**

More information...

Space & Place is a £15 million Big Lottery funded capital programme. Further information and signposting to relevant organisations relating to its themes, the environment, community development, health & well-being and difficult space can be found on the **Learning and Development section** of the Space & Place website.
Placemaking itself is not just about design, at the heart of Placemaking is **people and purpose** – involving the **physical and social infrastructure** and the **connections** between these. It involves understanding the bigger story of a place, as well as being attentive to the small but important details. It involves taking care of what is there already, and anticipating what is still needed to make a place work. True community-driven Placemaking creates **shared and sustainable places** and **positive, healthy environments** which on a wider level contribute to:

- Health and wellbeing
- Community cohesion
- Successful social networks
- Sense of community ownership & buy-in
- Inclusive spaces
- Creating destinations

**PLACE = (PEOPLE \( x \) SPACE) **

**ENGAGING THE COMMUNITY IS A VITAL PART OF THE PLACEMAKING PROCESS**

Engagement from the first steps of the Placemaking process through **consultation is vital** in order to capture evidence of community need. Before a pile is driven or a brick is laid, planners and communities will want to know that proposals will address the issues identified and protect enhance or improve the space. **Local buy-in** is essential in ensuring long term endorsement, use and legacy of an asset.

Project leaders must be genuine in their investment with ‘people’ and engage them about their real estate, buildings and spaces. This is the only way to deliver **sustainable regeneration**, make great ‘places’ and achieve a return on investment.

Further information...  
Further information on 17 community-led Placemaking case studies can be found in the **Learning Hub – Best Practice section** of the Space & Place website.
Taking responsibility for running and managing community assets is very different to a revenue project, requiring an alternative approach for the development, management and long term legacy of the project. There are varying levels of commitment and responsibility available when it comes to community groups harnessing their local assets – on a temporary or permanent basis including:

- Asset Transfer
- Social enterprise
- Co-Operatives
- Community Shares

Organisations and community groups need to think carefully about what they can really take on and plan carefully how they will deal with delays, costs and other difficulties. Management, maintenance and financial sustainability of these spaces is key to the long term success and legacy of any project.

Fortunately there are a wide range of resources and organisations that can provide information and support

**Useful links**

- **Placemaking within design resources**
  Sustrans, 2014


- **Asset Transfer & Advancing assets for communities: People, Places & Partnerships** – Developments Trust NI (DTNI)

- **Creative Placemaking in Northern Ireland**, Voluntary Arts, 2016

- **PLACE Built Environment Centre** - [http://www.placeni.org/](http://www.placeni.org/)

- **Community Places NI** - [http://www.communityplaces.info/](http://www.communityplaces.info/)

- **NILGA (NI Local Government Association) –** [www.nilga.com](http://www.nilga.com)

- **Co-Operative Alternatives NI** - [http://www.coopalternatives.coop/](http://www.coopalternatives.coop/)

**More than 55%** of Space & Place projects focus on the development of **indoor space**; **22%** focus on solely **outdoor space**; and **17%** focus on **mixed space** (indoor and outdoor).

**More information...**

More information on [Space & Place projects](http://spaceandplace.com) can be found on the Space & Place website, including information on [learning from the programme](http://www.spaceandplace.com) from a grantee perspective.