



Placemaking. Education

the online place to learn about placemaking

Powered by



TOWN TEAM
MOVEMENT



Creating Great Places Abridged Version Online Course Guide

www.placemaking.education

hello@placemaking.education

Welcome to the Creating Great Places – Abridged Version - Online Course!

Thank you for registering. This guide provides an overview of the course and what you will learn.

Contents

Course Description	3
Objectives.....	3
Placemaking.....	3
Town Team Movement Overview	4
Content Curator – Dean Cracknell.....	4
PlacemakingX Overview.....	4
Course Content Overview	5
Comments and Suggestions.....	6

Course Description

This course will provide you with an introduction to placemaking in 4 online lessons. This is a condensed version of the longer Creating Great Places online course.

Learn when you want from your office, study or even the lounge room!

It aims to provide you with:

1. A good understanding of what placemaking is and why it is important
2. An overview of the placemaking mindset and important concepts
3. A summary of some of the most important skills for successful placemaking
4. Confidence and skills to give it a go yourself
5. Ideas and insights from placemaking professionals with years of experience

We have created this course to be accessible to anyone just like you!, including professionals, local businesses and people who want to improve their community. We hope you enjoy it!

Objectives

This course will enable you to:

- **Think** like a placemaker
- **See** the opportunities for placemaking that are all around you
- **Learn** the placemaking mindset and key concepts used

By the end of this course, you will be able to:

- **Communicate** like a placemaker
- **Get** into the enabling mindset and achieve better results
- **Confidently** lead a placemaking project

Placemaking

Placemaking is an inclusive and collaborative process, a mindset, an attitude that brings people, disciplines and organisations together to create positive changes to an area (small, medium or large).

Our definition of placemaking for this course is:

"Placemaking' is a philosophy and an iterative, collaborative process for creating public spaces that people love and feel connected to."

This also includes improving existing spaces to make them more comfortable, accessible, active and attractive.

Our definition above is aligned with the founders and custodians of the global placemaking movement - [Project for Public Spaces](#) (PPS), based in the United States, and the global network for placemaking leaders and advocates - [PlacemakingX](#).

Placemaking aims to improve not only the physical elements of a space, but also the way people think about and connect with the world around them.

It's about winning "hearts and minds", as well as physical outcomes you can see.

It seeks empower people to act because it is a real way to improve the way a person relates to themselves, their neighbours and their community.

Placemaking is not a buzzword nor a brand. Using "placemaking" in reference to a process that isn't really rooted in public participation dilutes its potential value.

Placemaking is a process, not a destination and it is never finished.

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

Jane Jacobs

Town Team Movement Overview

Town Team Movement enables local communities and governments to **connect, organise** and **act** to regenerate the fabric of their neighbourhoods and to create better places.

We're an underarching, non-profit social enterprise. We help positive 'doers' to improve their community.

Our key activities include:

1. Inspire, support, connect and promote local [Town Teams](#)
2. Provide [place consultancy services](#), often around creating a positive, 'can do' culture
3. Host interactive and inspiring [events](#)
4. Provide [education and training](#), particularly on [placemaking](#) and community-led action

Find out more at www.townteammovement.com

Content Curator – Dean Cracknell

Hi!

I am a Co-Founder of social enterprise Town Team Movement, a Place Coach and I curate the Placemaking.Education platform.

I am a **passionate placemaker** with 15 years of experience in local government, community volunteering and helping many groups and community leaders with their projects. I'm honoured to be one of the [100 global PlacemakingX People](#).

I live in beautiful Launceston in Tasmania (Australia). Email me at dean@townteammovement.com or connect with me via [LinkedIn](#).

PlacemakingX Overview

PlacemakingX is a **global network** of leaders who together accelerate [placemaking](#) as a way to create healthy, inclusive, and beloved communities.

Our vision is to make the spaces we live into places we love. Create a thriving, equitable, and sustainable world through the convergence of values, passion, and action around our public spaces.

We are a network of placemaking thought leaders, public space activists, regional network leaders, and professionals from all over the world. We have diverse experiences and backgrounds but share a common purpose. PlacemakingX is currently formed by [100+ leaders](#) and [1,300+ advocates](#) from **80+ countries** around the world.

Find out more at www.placemakingx.org

Course Content Overview

The following is a high-level summary of the main topics covered in the course.

Creating Great Places – Abridged Version	
Lesson 1 – What is placemaking?	<ol style="list-style-type: none"> 1. Introduction 2. What is placemaking? 3. Definition of placemaking 4. A comparison of what placemaking is and is not 5. The Place-led Approach 6. <u>Video</u> – Jo Taylor – what is the place-led approach? 7. <u>Video</u> – Jo Taylor – comparing 'business as usual' with the place-led approach? 8. Placemaking is not a brand! 9. 3 essential ingredients of placemaking 10. What makes a great place? 11. What is placemaking trying to achieve? 12. <u>Video</u> - What does placemaking look like? Example - Guerilla Greening in Moonah, Tasmania 13. Summary
Lesson 2 – Why is placemaking important?	<ol style="list-style-type: none"> 1. Placemaking creates human habitats 2. How did we get here? 3. You get what you plan for and act upon 4. Turning spaces into places 5. Placemaking fosters connections and belonging 6. <u>Video</u> – David Engwicht – Why is placemaking important? 7. Improving the fabric of neighbourhoods 8. <u>Video</u> – Jo Taylor – placemaking in suburban areas 9. Placemaking is collaborative and inclusive 10. <u>Video</u> – Example of collaborative and inclusive placemaking - Erica Lane, Minto, Sydney 11. Summary
Lesson 3 – The placemaking mindset and key concepts	<ol style="list-style-type: none"> 1. It all starts with the mindset 2. <u>Video</u> – David Engwicht – the placemaking mindset 3. <u>Video</u> – Jo Taylor – organizational culture and mindsets 4. Are you managing the place to life? 5. Getting into the Enabling Mindset 6. Placemaking works across disciplines 7. <u>Video</u> – Mike Fisher – Placemaking as a way to break down silos 8. The components of 'Place' 9. The 'hardware' and 'software' of places 10. Lighter, Quicker, Cheaper 11. Tactical Urbanism

	<ul style="list-style-type: none"> 12. The Power of 10 13. Summary
Lesson 4 - What are some important skills required in placemaking?	<ul style="list-style-type: none"> 1. Placemakers are usually generalists, with an understanding of, or a willingness to learn from, a range of different topics and perspectives 2. Best skills for successful placemaking 3. Let go of the need to control 4. <u>Video</u> – David Engwicht – Being spontaneous and trusting the process 5. How to learn these skills 6. Video – Mike Fisher – how much did you learn 'on the job'? 7. Anyone can be a placemaker, including you! 8. Discovering your inner placemaker 9. <u>Video</u> – Sally Smith – how did you get started? 10. <u>Video</u> – Bach's Art of Fugue, Moonah, Tasmania was an example of getting creative and using personal talents 11. <u>Video</u> – Gilbert Rochecouste – What are some of the important skills required in placemaking? 12. Summary
Continuing the placemaking journey	<ul style="list-style-type: none"> 1. What's next? 2. Feedback and survey 3. Other steps to continue learning

Comments and Suggestions

We want to make this course relevant and beneficial.

Please let us know if you have any comments or suggestions for improvement.

What did you like and not like? We'd love to know.

Email us at;

hello@placemaking.education

Complete the 3 minute online survey

[Click here](#)