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TOWN TEAM
MOVEMENT



An Introduction to Placemaking and Creating Great Places Online Course Guide

www.placemaking.education

hello@placemaking.education

Welcome to the Introduction to Placemaking and Creating Great Places Course!

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

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Course Description

This course will provide you with an Introduction to Placemaking in 9 online lessons.

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. Who can be involved and how and where it can be done
3. Confidence and skills to give it a go yourself
4. 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 what, why, who, how and where of placemaking

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

- Communicate the opportunities and benefits of a placemaking process
- Confidently lead a placemaking project
- Deliver amazing results, even with a small budget

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 Enabler, urbanist 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

Your Personal Certificate of Completion

People who complete this course will receive a personalised Certificate of Completion, endorsed by Town Team Movement and PlacemakingX, to recognise your knowledge.

Remember to press the "Complete and Continue" button in the top right-hand corner after you have finished each lesson and task, including the final "What's Next?" section.

Once you press the "Complete and Continue" button in the final "What's Next?" section, you will be issued with a personalised Certificate of Completion.

Course Content Overview

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

Module 1 - What is placemaking and why is it important?	
Module 1 – Aims	<p>The first module will explain what placemaking is, why it is important and provide you with some of the most important concepts and terms.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • a concise definition of placemaking • what placemaking is and is not • why placemaking is important • key concepts, ideas and terms used in placemaking <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • clearly explain what placemaking involves • use placemaking terminology more confidently • recognise that everyone can be a placemaker • compare two places to assess Strengths, Weaknesses, Opportunities and Threats
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. Example 1 - Placemaking 'How Tos' at the Town Team Convergence 6. Placemaking as the cheese on the city-making pizza 7. 3 essential ingredients of placemaking 8. Example 2 - Street markets 9. What makes a great place? 10. Turning problems into opportunities 11. Example 3 - a bus stop in Ravenswood 12. When did placemaking begin? 13. Placemaking is not a brand! 14. What is placemaking trying to achieve? 15. <u>Video</u> - Why are you a placemaker Lucinda Hartley? 16. <u>Video</u> - Gilbert Rochecouste - Why are you a placemaker? 17. Example 4 - Make Your Mark community mural 18. Summary
Lesson 2 – Why is placemaking important?	<ol style="list-style-type: none"> 1. The benefits of placemaking 2. Placemaking creates human habitats 3. Placemaking focus on the real priorities 4. Turning spaces into places 5. The need for a more creative and agile bureaucracy

	<ol style="list-style-type: none"> 6. The economic benefits of placemaking 7. Placemaking fosters connections and belonging 8. <u>Video</u> – David Engwicht – Why is placemaking important? 9. More social benefits 10. <u>Video</u> – Brooke Williams – Why is placemaking important? 11. <u>Video</u> – Example of collaborative and inclusive placemaking - Erica Lane, Minto, Sydney
Lesson 3 – Key placemaking concepts	<ol style="list-style-type: none"> 1. The 'hardware' and 'software' of places 2. Lighter, Quicker, Cheaper 3. Example of Lighter, Quicker, Cheaper – Video showing adding greenery to public spaces 4. Tactical Urbanism 5. Mary Street Piazza Case Study 6. The Power of 10 7. Citizen versus customer 8. Place-based approaches 9. Top Down vs Bottom Up 10. Placemaking is collaborative and works across disciplines 11. Video – Mike Fisher – Placemaking as a way to break down silos 12. Placemaking has various components 13. Summary
Task to Complete Module 1	<p><u>Task to complete Module 1</u></p> <p>Your mission is to compare two places – one that seems to be working and another which has some challenges.</p> <p><u>Video</u> – Mike Fisher explains the task and how he would compare two places. There is also a task template/worksheet.</p>

Module 2 – Who can be a placemaker and how can it be done?	
Module 2 – Aims	<p>The second module will examine who can be a placemaker, the placemaking mindset and some of the skills and techniques to use.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • How to think like a placemaker • why involving the community is so important to placemaking • the skills need for effective placemaking <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • understand the permission-based approach • start using the enabling mindset • use your new knowledge and skills to deliver 1 placemaking action within 7 days

Lesson 4 - The placemaking mindset	<ol style="list-style-type: none"> 1. What the placemaking mindset might sound like 2. Placemaking mindset compared with standard approaches 3. Video – David Engwicht – the psychology of placemaking as a starting point 4. Brining places to life 5. Places as machines versus places as systems 6. Places as machines 7. Places as complex systems 8. Getting into the Enabling Mindset 9. The permissions-based approach 10. Video – David Engwicht - the permissions approach
Lesson 5 - Who can be a placemaker?	<ol style="list-style-type: none"> 1. Anyone can be a placemaker, including you! 2. "Isn't placemaking the Council's job?" 3. Tahnee's story of leading change 4. Discovering your inner placemaker 5. Video – Sally Smith 6. Video – Karen Lee 7. A Placemaking Hero 8. Video – Ben Kent talks about why he is a professional and volunteer placemaker 9. Back to Tahnee's Story 10. Potential ways to contribute 11. The Town Team approach 12. Summary
Lesson 6 - What are some important skills required in placemaking?	<ol style="list-style-type: none"> 1. Best skills for successful placemaking 2. Video - The story of Holly and Wally 3. Video – Brooke Williams top 3 tips 4. Let go of the need to control 5. Video – David Engwicht – Being spontaneous and trusting the process 6. How to learn these skills 7. Video – Mike Fisher on how to learn about placemaking 8. Video – Bach's Art of Fugue, Moonah, Tasmania was an example of getting creative and using personal talents 9. Video – Gilbert Rochecouste – What are some of the important skills required in placemaking? 10. Summary
Task to Complete Module 2	<p>Task to complete Module 2</p> <p>Complete 1 placemaking action within 7 days to help make people in your community feel like they belong.</p> <p>Video – David Engwicht sets the task and how it could be done</p>

Module 3 – Where can placemaking be done and how much does it cost?

<p>Module 3 – Aims</p>	<p>The third module looks at where placemaking can be done, how to facilitate a placemaking process and making it happen on a small budget.</p> <p>What you will learn in this module:</p> <ul style="list-style-type: none"> • where placemaking can happen • placemaking tips for residents and business • the challenges and opportunities for working in public spaces • the placemaking process and how to use it for your next placemaking project <p>By the end of this module, you will be able to:</p> <ul style="list-style-type: none"> • use the placemaking process to help you get started with your next great placemaking idea • work with a small budget and still get results • use the free tools and resources to help you get your first placemaking project off the ground • imagine yourself as a placemaker and how you can lead positive change
<p>Lesson 7 - Where placemaking can be done</p>	<ol style="list-style-type: none"> 1. Placemaking in public spaces 2. Businesses as placemakers 3. <u>Video</u> – David Engwicht – where can businesses be placemakers? 4. Residents as placemakers 5. <u>Video</u> – David Engwicht – where can residents be placemakers? 6. Slowing the flow of people 7. Seeing problems as opportunities 8. Photo examples of placemaking ideas and spaces 9. Summary
<p>Lesson 8 – Placemaking on a small budget</p>	<ol style="list-style-type: none"> 1. Placemaking on a small budget is possible 2. The importance of stories 3. <u>Video</u> – Mike Fisher – the importance of stories 4. Turning negative stories into positive actions 5. <u>Video</u> – David Engwicht – turning a negative place story into a placemaking action 6. Start with what you have 7. Embrace the lack of money 8. <u>Bonus Worksheet</u> - Creating a bank of skills, resources and connections 9. Focus on the right things 10. Permissions-based approach 11. <u>Video</u> – David Engwicht – make it easier for businesses and residents to act

	<ol style="list-style-type: none"> 12. Examples of placemaking on a budget 13. Video – Dancin' in the street 14. Video – South Fremantle Porch Fest 15. 20 Quick Placemaking Wins download 16. Summary
Lesson 9 – Making it happen	<ol style="list-style-type: none"> 1. Making it happen 2. Four simple questions 3. Video – Lucinda Hartley tips 4. Trial and test new ideas 5. Don't make these common mistakes! 6. Rethink existing projects and approaches 7. Video - Brooke Williams – rethink existing projects 8. Passion is a powerful force! 9. Getting started 10. Video – David Snyder – tips for getting started 11. Brainstorm lots of exciting ideas and then prioritise 12. Video - David Engwicht – ideas for prioritising actions 13. Prepare a short summary or pitch document 14. Don't waste time on car parking! 15. Be persistent! Don't give up 16. Video – Lucinda Hartley – Don't give up! 17. Summary
Task to Complete Module 3	<p>Task to complete Module 3</p> <p>It's 2030. Imagine who you are, what you'll be seeing and doing in 2030. Your future 2030 self needs to write a postcard to your current self to explain what's it's like and how you got to be in this future.</p> <p>Video – Gilbert Rochecouste sets the task and how it could be done</p>

Comments and Suggestions

Thank you for registering for the course! 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 online survey by clicking here.](#)