

Placemaking for
Active
Recreation
Kit

PLACEMAKING FOR ACTIVE RECREATION TOOLKIT



CURATORS OF THE TOOLS COLLECTION:

Anna Bradley, Vivian Doumpa, Olga Sowa, Dimitra Zouni

CONTRIBUTORS:

Laska Nenova, Vlad Fedorov

DESIGN:

[studio PUNKT](#)

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Funded by:



Co-funded by the
Erasmus+ Programme
of the European Union

Coordinator:

BG BE ACTIVE

Official Partner of:



New European Bauhaus
beautiful | sustainable | together



Implementing Organisations:



ASOCIAȚIA JUDEȚEANĂ
"SPORTUL PENTRU TOȚI"
SUCEAVA

Experts:



placemaking
europe

ABOUT

The PARK toolkit came out of the need to develop a methodological framework for civic society organisations working in the field of HEPA (health enhancing physical activity) and placemaking, which organises and enhances the existing knowledge and experience of the community. Therefore, this toolkit is directed towards sport organisers, community programmers, placemakers and place-managers, as well as active residents who are passionate to bring together their community around their shared public realm with movement.

WHY DOES THIS TOOLKIT EXIST?

The toolkit has been developed according to the needs of organisations of the field, who promote physical activity and are involved or interested in placemaking, deriving from different contexts. The PARK toolkit is “here” to provide capacity building between the fields of community sport organisers and placemakers, while putting together the existing knowledge and skills of the field in the pursuit to co-create and support great places in our cities that motivate movement, wellbeing, health and recreation together. The “belief” in this toolkit derives from our trust that we heal our cities through the intertwined paradigm of embodied movement in space (physical activity) and sense of belonging (attachment to place) as a collective process.

WHAT DOES IT OFFER YOU?

The PARK Toolkit evolves as a connecting and feedback loop between aims of community building and movement, around a shared public realm. Specifically, it offers a framework which organises the methodology of placemaking for physical activity in a step-by-step process, and provides examples and tools for each stage. The toolkit includes innovative practices to reach your target audience, “lighter – quicker – cheaper” interventions for experimenting with your users in order to find a long-term solution, easy and discrete resources to guide you in your grassroots sport project, along with real case-studies with their tips and recommendations to inspire your own practice.

HOW WILL YOU USE IT?

The PARK toolkit is developed in a hands-on mentality that placemakers and actors of the grassroots sports field have. This means that the tools provided are completely practical and applicable, they allow room for flexibility and adaptation, and they can be repeated as much as needed. Of course, you do not need to go through all the stages and tools at once, but rather see this framework as a way of organising your thought and implementation in the long run. Moreover, the toolkit is an open-source “product”, through which we invite you to experiment with, while sharing your experience with it and inviting your peers to learn from each other and cross-pollinate our knowledge. We would like to follow up with your experience of using the toolkit, so feel free to tag us and our partners while sharing your adventures online, using the #letshealourcities tag.

From our comprehensive research, together, we have identified 100+ tools and resources that contribute to building capacity for both placemakers and sport professionals.

From the 100+ selected we have outlined around 25 which we advise you to start with. These tools also importantly act as shared resources to overlap the fields.

THE PARK TOOLKIT

- Selected tools
- Linked to the [Placemaking for Active Recreation Approach stages](#)
- Action oriented
- User-friendly
- Inspirational
- Exemplary
- Mixed formats

WHAT IS IN THE TOOLS COLLECTION

- Planning Tools
- Community Space Design tools
- Public Engagement tools
- Interventions & Experiments tools
- Evaluating & Measuring tools
- Sustainability & Advocacy tools

THE TOOLBOX

How can you use placemaking to promote physical activity in your community?	Stage 1: Planning Tools	<ul style="list-style-type: none"> • planning approaches and resources
How can you organise the placemaking for PA intervention?	Stage 2: Community Space Design Tools	<ul style="list-style-type: none"> • content on community design strategies that move toward “an architecture” of a place, evaluating space and identifying issues
How can you measure and identify community needs and find the best way to involve them in the process?	Stage 3: Public Engagement Strategies	<ul style="list-style-type: none"> • how to achieve public involvement, educate citizens, engage community members, and gain input from stakeholders
How to manage the intervention process in the best way?	Stage 4: Interventions and experiments with the space	<ul style="list-style-type: none"> • Step by step guide, ideas, examples and pointers for successful interventions
How to understand and measure the impact created?	Stage 5: Evaluating and measuring Impact	<ul style="list-style-type: none"> • Using quantitative and qualitative methods • Employing monitoring and evaluation methods to report on challenges and successes
How to advocate effectively for the application of placemaking for active recreation kit?	Stage 6: Sustainability and Advocacy	<ul style="list-style-type: none"> • Using Creative bureaucracy to highlight the human aspect, advocating for the wider use of the toolbox and the use of placemaking for physical activity promotion

THE PARK TOOLKIT

Planning tools **Stages 0 – 1 – 2**

- [5 Measures of Walkability \(Active Design Book\)](#)
- [Plinth Rating Manual](#)
- [_Spot Bulgaria Case Study](#)

Space Design tools **Stages 1 and 2**

- [Facade Garden Manual](#)
- [Activity Trail Manual](#)
- [Residential Streets Vienna Case Study](#)
- [Turia River Case Study](#)

Public Engagement **Stages 1 and 2**

- [Jane's Walk Manual](#)
- [Place Game Manual](#)
- [Placemaking Pils Manual](#)
- [Open Call for Ideas Manual](#)
- [Superkilen Case Study](#)

Intervention tools **Stages 2 and 3**

- [Park\(ing\) Day Tool](#)
- [Parklet Manual](#)
- [Light Intervention Handbook](#)
- [Boogieland Case Study](#)
- [Kid Friendly Park Case Study](#)
- [Skate Park – Bugibba Case Study](#)

Evaluation tools **All stages**

- [Public Life Study](#)
- [Impact Assessment Tool](#)

Advocacy tools **All stages**

- [PARK manifesto](#)
- [Sustainable Placemaking Compass Canvas](#)
- [Participatory Budget](#)
- [NowWeMOVE Campaign](#)
- [Park\(ing\) Day for Fitness](#)

PLANNING TOOLS

STAGES 0 – 1 – 2



- [5 Measures of Walkability \(Active Design Book\)](#)
- [Plinth Rating Manual](#)
- [Case Study: _Spot Bulgaria](#)



5 MEASURES OF WALKABILITY

PURPOSE

Promote physical health, support mental health, stimulate the local economy by allowing the inhabitants access to physical movement without the concept of traversing across the city to specific key parks, but rather in a hyperlocal context outside one's own front door.

WHEN?

During Stage 0, Stage I and Stage II

WHERE?

On every street around the city

LINK TO THE FULL TEXT OF THE TOOL

[→ 5 Measures of Walkability](#)



Credit: Geveltuinen, 2020.

PLINTH RATING MANUAL



PURPOSE

To map public interaction of buildings in order to achieve public space quality through the facades of buildings and especially the ground floors that we see most when we walk past the buildings

WHEN?

During Stage 0, Stage I and Stage II

WHERE?

A single street, a square, an entire neighborhood. The selection of the site is dependent on the nature of the project but most logically, wherever issues occur in relation to building interaction with public space.

LINK TO THE FULL TEXT OF THE TOOL

[→ Plinth Rating Manual](#)



Credit: STIPO

CASE STUDY: _SPOT BULGARIA



PURPOSE

Renovate and revitalise formerly neglected areas by bringing local sports facilities and fostering the community to participate

WHEN?

During Stage 0, Stage I and Stage II

WHERE?

Public space (City, neighbourhood, park, beach)

LINK TO INFORMATION ABOUT THE CASE

 bgbeactive.org/the-spot

 [Case Study: _SPOT Bulgaria](#)



Credit: BG Be Active

SPACE DESIGN TOOLS STAGES 1 AND 2



- [Facade Garden Manual](#)
- [Activity Trail Manual](#)
- [Case Study: Residential Streets Vienna](#)
- [Case Study: Turia River](#)

FACADE GARDEN



PURPOSE

Upgrade hybrid space by improving both the facade of the building and the public sphere, while contributing to the greening of an area.

WHEN?

During Stage I and Stage II

WHERE?

Facade of a building

LINK TO THE FULL TEXT OF THE TOOL

[→ Facade Garden](#)



Credit: STIPO

ACTIVITY TRAIL



PURPOSE

Create a space where people are encouraged to go outside of their dense living spaces, enjoy nature, be active and have activities for children

WHEN?

During Stage I and Stage II

WHERE?

In high density areas and in areas inhabited by people with a lower socio- economic status

LINK TO THE FULL TEXT OF THE TOOL

[→ Activity Trail](#)



Credit: PEXELS



CASE STUDY: RESIDENTIAL STREETS VIENNA

PURPOSE

Spatial and sustainable development of the city by strengthening the centres as well as associated upgrading and joint development of public space through design.

WHEN?

During Stage I and Stage II

WHERE?

Residential Streets, Vienna

LINK TO INFORMATION ABOUT THE CASE

[!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\) Case Study: Residential Streets Vienna](#)



Credit: PEXELS

CASE STUDY: TURIA RIVER



PURPOSE

Bring people together for walking, cycling, skating, running, playing, having leisure or even as a way of crossing the street through a safe route, by reclaiming underused space.

WHEN?

During Stage I and Stage II

WHERE?

Turia River, Valencia, City park

LINK TO INFORMATION ABOUT THE CASE

[→ Case Study: Turia River](#)



Credit: PEXELS

PUBLIC ENGAGEMENT STAGES 1 & 2



- [Jane's Walk](#)
- [Place Game Manual](#)
- [Placemaking Pils Manual](#)
- [Open Call for Ideas Manual](#)
- [Case Study: Superkilen](#)

JANE'S WALK



PURPOSE

Make space for people to explore, observe, reflect, share, question and re-imagine the places in which they live, work and play, while building community bonds.

WHEN?

During Stage I and Stage II

WHERE?

Cities and especially neighbourhoods

LINK TO THE FULL TEXT OF THE TOOL

 [Jane's Walk](#)



Credit: Shivam Saxena, 2018

PLACE GAME



PURPOSE

Improve a place with short- and long-term action planning, while kick-starting the activation of the local community.

WHEN?

During Stage I and Stage II

WHERE?

In a place such as a square or plaza, a park, a waterfront, a campus, a vacant area, a street block, a street; and 'space' that should be turned into a 'place' for people.

LINK TO THE FULL TEXT OF THE TOOL

[→ Place Game](#)



Credit: San Francisco Parklet Manual, 2020

PLACEMAKING PILS



PURPOSE

Share stories (inspire and get inspired), get to know other placemakers (network) and bridge the gap between 'placemakers' and local actors (open up).

WHEN?

During Stage I and Stage II

WHERE?

A place, where you can have a drink. It could be a pub, a public space, or your own garden!

LINK TO THE FULL TEXT OF THE TOOL

[→ Placemaking Pils](#)



Credit: PEXELS

OPEN CALL FOR IDEAS



PURPOSE

Joint appropriation and design of public space that mobilizes the local community to engage creatively with possible uses of public spaces and actually implement their ideas together.

WHEN?

During Stage I and Stage II

WHERE?

public squares, street spaces or vacant plinth zones for which new uses are being sought and that show potential to be activated.

LINK TO THE FULL TEXT OF THE TOOL

[!\[\]\(73002692dd5e7a64e60946be3158e719_img.jpg\) Open Call for Ideas](#)



Credit: PEXELS

CASE STUDY: SUPERKILEN



PURPOSE

Co-create with the diverse neighbourhood community and playful participatory design. Through this process, the users increase their sense of belonging and shared ownership over the place.

WHEN?

During Stage I and Stage II

WHERE?

Superkilen Park in Copenhagen

LINKS TO INFORMATION ABOUT THE CASE

 big.dk

 [Case Study: Superkilen](#)



Credit: Archdaily

INTERVENTION TOOLS

STAGES 2 & 3



- [Park\(ing\) Day Manual](#)
- [Parklet Manual](#)
- [Light Intervention Handbook](#)
- [Case Study: Boogieland](#)
- [Case Study: Kid Friendly Park](#)
- [Case Study: Skate Park – Bugibba](#)

PARK[ING] DAY



PURPOSE

Improve the public realm and claim the street as public space with tactical actions, while creating a community ritual.

WHEN?

During Stage II and Stage III

WHERE?

At a metered parking spot in a location where people will find and interact with it.

LINK TO THE FULL TEXT OF THE TOOL

[→ Park\[ing\] Day](#)



Credit: DRCoGorg, Flickr

PARKLET MANUAL



PURPOSE

Create safe, complete streets and new open space for the public. Repurpose part of the street next to the sidewalk into a public space for people.

WHEN?

During Stage II and Stage III

WHERE?

In any possible parking space

LINK TO THE FULL TEXT OF THE TOOL

[→ Parklet Manual](#)



Credit: San Francisco Parklet Manual, 2020

LIGHT INSTALLATION



PURPOSE

Create sense of place during night time or dark winter months, while providing sense of safety.

WHEN?

During Stage II and Stage III

WHERE?

On existing structures, like walls, windows, benches and so on

LINK TO THE FULL TEXT OF THE TOOL

[→ Light Installation](#)



Credit: PEXELS

CASE STUDY: BOOGIELAND



PURPOSE

Reuse of buildings and promotion of safe and healthy exercise for everyone, including public boxing installations.

WHEN?

During Stage I and intermediate stage I

WHERE?

Amsterdam, in the courtyard of an old building and around random public spaces

LINK TO INFORMATION ABOUT THE CASE

 [Case Study: Boogieland](#)



Credit: Boogieland

CASE STUDY: KID-FRIENDLY PARK



PURPOSE

Enhance the safety of parks for children and parents.

WHEN?

During Stage II and Stage III

WHERE?

The kid-friendly park city-wide initiative in Bucharest

LINK TO INFORMATION ABOUT THE CASE

 gokid.ro

 [Case Study: Kid-friendly Park](#)



Credit: gokid.ro

CASE STUDY: SKATE PARK – BUĞIBBA



PURPOSE

Create public spaces favourable for physical activity by the local community through citizen engagement.

WHEN?

during Stage II and Stage III

WHERE?

Skate Park – Buğibba, (public space restored by the local community in a neighborhood that suffers from a lack of public space)

LINK TO THE FULL TEXT OF THE TOOL

 facebook.com/BugibbaSkateparkourvoicematters

 [Case Study: Skate Park – Buğibba](#)



Credit: Buğibba Skatepark, Facebook

EVALUATION TOOLS

ALL STAGES



- [Public Life Study](#)
- [Impact Assessment Tool](#)

PUBLIC LIFE STUDY



PURPOSE

Build upon our understanding of life, form, and shared urban systems, to deliver even greater impact on equity, health, and sustainability by carrying out surveys of public spaces and the public life that takes place in them.

WHEN?

All Stages

WHERE?

In every community engagement project

LINK TO THE FULL TEXT OF THE TOOL

 gehlpeople.com



Credit: gehlpeople.com

IMPACT ASSESSMENT



PURPOSE

Engage the placemakers to build and implement their own impact assessment strategy.

WHEN?

All Stages

WHERE?

Wherever/ in every project

LINK TO THE FULL TEXT OF THE TOOL

[!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\) Impact Assessment](#)



Credit: STIPO

ADVOCACY TOOLS

ALL STAGES



- [PARK manifesto](#)
- [Sustainable Placemaking Compass Canvas](#)
- [Participatory Budget](#)
- [NowWeMOVE Campaign](#)
- [Park\(ing\) Day for Fitness](#)

PARK MANIFESTO



PURPOSE

Demonstrate tried-and-tested ways of incorporating physical activity, and urban design & city planning through placemaking.

WHEN?

During all Stages

COUNTRY OF ORIGIN

Bulgaria

LINK TO THE FULL TEXT OF THE TOOL

 [PARK Manifesto](#)



Credit: Greenbelt Alliance, Flickr



SUSTAINABLE PLACEMAKING COMPASS CANVAS

PURPOSE

Consider all the elements that contribute to a robust long term placemaking and place management plan.

WHEN?

During all Stages

LINK TO THE FULL TEXT OF THE TOOL:

[!\[\]\(ec9132f1d27c8919987d92907322654d_img.jpg\) Sustainable Placemaking Compass Canvas](#)



Credit: gehlpeople.com

PARTICIPATORY BUDGET



PURPOSE

Show to the municipalities/civil servants the huge momentum of the ideas of the community and press them to get on board and help scale up the ideas or funds.

WHEN?

During all Stages

LINK TO THE FULL TEXT OF THE TOOL:

[→ Participatory Budget](#)



Credit: STIPO

NOWWEMOVE CAMPAIGN



PURPOSE

NowWeMOVE is the biggest campaign promoting sport and physical activity. The campaign's overall objectives are to raise awareness of the benefits of sport and physical activity among citizens; promote opportunities to be active in sport and physical activity; and enable sustainable and innovative capacity building for providers of physical activity initiatives through open-source solutions and advocacy.

WHEN?

During Stage I – and intermediate stage 1, During Stage IV – Celebration

COUNTRY OF ORIGIN

Denmark

LINK TO THE FULL TEXT OF THE TOOL

 isca.org



Credit: isca.org

PARK(ING) FAY FOR FITNESS



PURPOSE

The mission of the Park(ing) Day for Fitness events is to draw attention to the many (untapped) possibilities that our cities offer for physical activity, the need for more open spaces where people can exercise safely, and further, to provoke a public debate on how to adapt in times of crisis and improve the quality of the urban environment.

WHEN?

During Stage I – and intermediate stage I

COUNTRY OF ORIGIN

Bulgaria

LINK TO THE FULL TEXT OF THE TOOL

 [Park\(ing\) Fay for Fitness](https://parkingdayforfitness.bgbeactive.org)



Credit: parkingdayforfitness.bgbeactive.org

Funded by:



Co-funded by the
Erasmus+ Programme
of the European Union

Coordinator:

BG BE ACTIVE

Official Partner of:



New European Bauhaus
beautiful | sustainable | together



Implementing Organisations:



ASOCIAȚIA JUDEȚEANĂ
"SPORTUL PENTRU TOȚI"
SUCEAVA

Experts:



placemaking
europe

For more information

Contacts:

BG Be Active Association Bulgaria
www.bgbeactive.org
beactive@bgbeactive.org

Disclaimer:

This project has been funded with support from the European Commission.