



Shine a light on Team Pink

Kim Dodd, Marketing & Brand Director

How long have you worked at Toolbox?

It will be 18 years in July!



What made you choose a career in placemaking?

To be honest, it wasn't so much a conscious decision to pursue a career in placemaking. My background was in marketing, and placemaking wasn't a term I'd really come across until I joined Toolbox. But once I started working here, I quickly developed a real passion for it.

I found that what I enjoyed most was the ability to put the community at the heart of everything we do, creating spaces that people feel connected to and proud of. That sense of purpose, of helping build places that people truly feel a part of, is what's kept me excited about placemaking ever since.

"I feel privileged that I get to support charities and community groups, helping to give them a platform where they can showcase the amazing work they do and raise awareness in a way that really makes an impact."



Tell us about your role and why it is important:

I've worn a few hats during my time at Toolbox, but right now I'm the Marketing & Brand Director, which basically means I'm the guardian of the brand. My job is to make sure everything we put out into the world reflects the high standards we hold ourselves to, from the quality of our services to the way we work with partners and connect with communities.

It's not just about looking good, it's about making sure we are good, in every sense. I keep a close eye on how we communicate, who we work with, and how we show up for our clients. At the end of the day, I want every project to feel like something we're proud of, and something that helps our clients get where they want to go - with a bit of Toolbox magic along the way.

"One of the best parts of my job is getting to champion independent businesses, giving them the support and visibility they need to thrive and helping them take real steps toward achieving their dreams."



What has been your most memorable moment at Toolbox so far?

It's almost impossible to pick just one moment from my 18 years at Toolbox there have been so many highlights along the way. So instead of choosing a moment, I have picked an initiative that is a favourite of mine, Stockton Stories. In 2023, it won a hat trick of awards (Solal, ICSC Maxi and Sceptre Award), which was an amazing recognition, but what made it truly special wasn't the accolades, it was the heart of the campaign itself. I loved every part of it.



What's your favourite destination?

It's hard to pick just one favourite destination, there are so many incredible places, each with their own character and charm. For me, it's not so much about the destination itself, but the experience of discovering it with my family. I love seeing their faces light up with excitement as we explore somewhere new together, it's those shared moments that really make a place special.

What fictional place would you like to visit and why?

If I could visit any fictional destination, I'd choose Serenity, the charming little town from Sweet Magnolias (yes, it's my guilty pleasure!). It's quaint, idyllic, and instantly welcomes you like an warm hug! Every week there's some kind of wholesome community event, from treasure hunts and town fairs to bake-offs and movie nights in the square. What I love most is how the town puts people first, there's this incredible sense of belonging and connection. The streets, the businesses, the events, they're all designed to bring people together. It's the kind of place that reminds me why I love placemaking: it shows how thoughtful spaces and strong community ties can make anywhere feel like home.

And actually, as I describe Serenity, I realise I could just as easily be describing Bardwell, the village where Toolbox HQ is based. We're incredibly lucky to work in such a fantastic community, where there's always something going on, from classic cars on the green to open gardens and everything in between. It really is the perfect backdrop for what we do.



Which do you prefer to do: Shop, Dine, Watch, Play or Experience

Anyone who knows me that I love to **PLAY**, I pretend that I am taking my children out for fun adventures but that is just my cover!



What is your prediction for the next year?

I think the popularity of experiences will only continue to grow and I, for one, can't wait! People are craving connection, creativity and memories that go beyond just products or services. From a placemaking perspective, it's such an exciting time, there's so much opportunity to create environments that spark joy, curiosity and community spirit. I think we'll see even more emphasis on collaborations to deliver experiences that feel truly personal and memorable.

"Experiences are everything right now and I think that'll only grow. People want connection, creativity, and moments that stay with them, and I'm excited to help create more of those."