



Welcome!

Tom Wild
Director, SYFP

SOUTH YORKSHIRE
forest
A National *community forest* Partner



Making Places Profitable: Public & Private Open Spaces (MP4)

- Interreg North Sea Region project
- Partners: DE; BE; NL; SW; DN; UK
- **Long-term management of space**
- How to maintain the benefits of improvements in the long-run
- Through partnerships with local communities & businesses



Background: Making Places Profitable



CSI: Place-making - economic value of public spaces. Value of well maintained, cared for, neat and tidy places

MP4: Place-keeping - how to maintain long-term improvements by working in partnership?

**Shared experiences of public realm projects that started off well...
... But whose lustre had faded over time.**

Making Places Profitable?

2002-06: office rents up 42% (2nd highest after London)



(Knight Frank: 2004; 2006; 2007)



SYFP's community-led initiatives: 'Gift That Grows' tree-planting



Dilemma

- Enthusiasm is a fragile thing: local engagement can easily be lost through poor practice
- How to work with local people on their own terms?
- How not to damage the very thing that makes places unique and communities special?

Lars Gemzøe: “Creating Value for People” Island Brygge, Copenhagen



Images courtesy of Lars Gemzøe, Gehl Architects







Ifølge det internationale livsstilsmagasin Wallpaper er **Islands Brygge** det fjerdehotteste bykvarter i verden. Det tidligere industriområde ved Islands Brygge er blevet invaderet af natteravne med kulturel pionerånd. **IBYEN** viser vej til de smarte scener og de skjulte huler.

Fabriksfest på havnefronten

Af Joakim Grundahl Kjeldsen **Grafik:** Philip Ytounel 5396

In 2005 Islands Brygge was called 4th "hottest" city district in the world by the lifestyle magazine "Wallpaper"

Havnens nye scene

Med godt et år på bagen har teater- og musikscenen **Play** sat sig solidt på Bryggen med et udbud af forestillinger, der ikke er set før i Danmark. Det er ny dansk dramatik og nyoversatte forestillinger fra udlandet, der sættes på, men i overensstemmelse med den særlige ånd på Bryggen lader stedet sig ikke begrænse af genrebetegnelser, så den intime sal med 50 sæder byder også på live-musik, stand-up, kabaret, litterære arrangementer og meget mere.

Play, Njalsgade 21 F, Kbh. S.
www.play-cph.dk



What is purpose of engaging communities in place-making?

- To use 'people-power' to create great places?
- To create opportunities so communities flourish?
- Or is the more valuable outcome to improve social cohesion and build an ability to organise?
- Is community capacity the means to an end or an end in itself?



Changing places...

- Both places ***and*** communities have to develop
- The people change
 - Families grow up
 - People die or move on
 - New people move in
- The economy changes (rapidly)
 - What worked before no longer pays
 - New opportunities arise
- The environment is (always) changing
- Places need to evolve constantly

Better places for people?

- Look to see - who currently uses the space and how?
- What are their needs and what will make them feel more comfortable?
- What 'valuable' assets should be retained?
- Are there less useful elements can be weeded out to free up open space?
- Which groups of people do not use the space?
- What new elements can be included to attract them?

Similar experiences from Gothenburg: Soctiotop mapping







**Sheaf Valley Park:
Central Station Park &
Walkway, Sheffield**







Firth Park, Sheffield



Barger-Compascuum, Emmen



**Oostkampus, Nieuwenhove-
Gruuthuyse, Bruges**

foto: Patrick Keirsebilck



Gothenburg: 'Sociotop'
masterplanning method

Hafen-city





Feb 2010



Sept 2010





Thank you!