

Making Places Profitable – public and private open spaces (MP4)

Interreg IVB

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Aim

to make the North Sea Region (NSR) a better place to live work and invest in, enhancing the overall quality of life for residents;

- ensuring that there is access to more and better jobs,
- sustaining and enhancing the acknowledged environmental qualities of the region,
- improving accessibility to places and ensuring that our communities are viable, vibrant and attractive places to live and work.

7 countries connected by the North Sea;

Sweden, Denmark, Germany, the Netherlands, the Flemish Region of Belgium, the UK and Norway.

Areas share many problems and challenges.

Working together and sharing knowledge and experiences....a sustainable and balanced future will be secured for the whole region.



Four Programme Objectives

To promote **transnational co-operation** that:

- Increases the overall level of innovation
- Enhances the quality of the environment,
- Improves the accessibility of places,
- Delivers sustainable and competitive communities.

Making Places Profitable – public and private open spaces

Priority 4 : Promoting sustainable and competitive communities: creating attractive places to live and work.

Intervention 4.2 : Promoting sustainable growth solution for expanding areas. Also influences 4.1 – Tackling the needs or areas in decline

Key NSR challenges

- Need to offer **high quality of life** to attract (and retain) skilled employees in global knowledge economy in order to be **competitive**.
- Resources often available for regeneration but not for long term management.

How to sustain long term benefits of these regeneration projects?

Sustainable long term management is essential component of sustainable development.

What is sustainable management?

Maximises social, environmental and economic gains?

Interreg IIB Creating a Setting for Investment (CSI)

The impact of landscape quality on investment decision making.

What landscape factors contribute to making a more 'attractive' business location?

Management (level and type of maintenance, cost, quality, duration of management plan) identified through literature review as one indicator of 'landscape quality'.

2000sqft of high quality, flexible, open-plan office space
Excellent accessibility from motorway
Generous parking,
£15 per sqft



A vibrant business community set in a site which offers uncompromising facilities and a high quality working environment

Setting the Pace

We offer, for immediate letting, unit 14 of Daler Park, Wakefield. The available unit is 2,000 sqft of the highest quality, flexible open plan office space within this modern business park development. The accommodation offers all the amenities you would expect from such a development and 8 parking spaces.

Interviews with office occupiers in South /West Yorkshire

‘New office’ location

What impact does changing the quality of the landscape setting have on perceptions of the location as a place to invest?

What particular landscape factors have most influence?





The high street has been carefully redesigned and now includes new paving, modern street furniture and a clean bus shelters. Planting enhances the design and safety features



The award winning local park is accessible to all and staff can relax amongst mature planting, good lighting and stylish furniture



Undeveloped land has been devoted to wildlife and colonising vegetation including small trees and flowering shrubs



An imaginative sculpture provides a gateway from the main access road to the Park. This is complimented by avenues of trees and wide flowering verges that will welcome and guide visitors to the main Park entrance



Recent street refurbishments include modern paving, lighting and bus shelters



The planted and well maintained local park is a place where staff can relax during breaks or after work



Undeveloped land has been fenced and planted with unmanaged grass with a neat mown edge



The road connecting the site to the motorway provides a green link to the site with its grassed verges, hedges and shrub roundabouts

CONTROL

CONTROL

High quality

Standard quality



An old fashioned high street has a supermarket, chemist, bank, childcare facilities, pubs and cafes



The local park is accessible to all and close to the business park



Undeveloped land has been cleared for regeneration in the future



The road linking the site to the motorway is lined with grass verges and brownfield land

Low quality

**Wider Setting
to the new
office
development**

A more attractive landscape setting is -

Visually attractive – diversity of planting. Trees.

Useable – facilities and pleasant to use.

‘Cared for’** – attention to detail in landscape and **well maintained.

In particular –

Derelict land is ‘bad’ – ‘uncared’ for, attract the wrong type of people, poor image, unsafe, uncertainty.

Poorly maintained is ‘bad’ – ‘uncared’ for, poor image.

Landscape quality has a large impact on perceived IMAGE

High quality landscape setting = affluent, likely to attract 'better' businesses, welcoming

Low quality landscape setting = downmarket, unsafe, newly developed, risky

Better image, higher business **confidence**

Urban Parks; do you know what you're getting for your money? CABE Space 2006

http://www.cabe.org.uk/default.aspx?contentitemid=1162&field=browse_subject&term=Public%20space&type=2

More money going into parks, is this resulting in better quality?

In depth work 8 local authorities –

- Hardly anyone knew the answers, not able to link the amount spent with the quality of parks.
- Green spaces a low priority therefore don't even keep useful records of expenditure and outcomes.
- No helpful data therefore unable to make the case for more resources in a proper, strategic way.
- Debate – how parks are funded, what do funds achieve, more income mean better outcomes?

Making contracts works for wildlife: how to encourage biodiversity in urban parks. CABE Space 2006

Inspire and enable green space managers to integrate biodiversity into traditional forms of green space management.

7 Case study reviews (plus others not included in report)

‘Success’ related to effective **teamwork**, between Council departments, development of **partnerships** between organisations, **good working relationships** between authorities, contractors and users, dedicated on site personnel.

Lack of ‘skills’ also identified.

Skills to grow: seven priorities to improve urban green space skills

CABE Space consultation draft 2008¹.

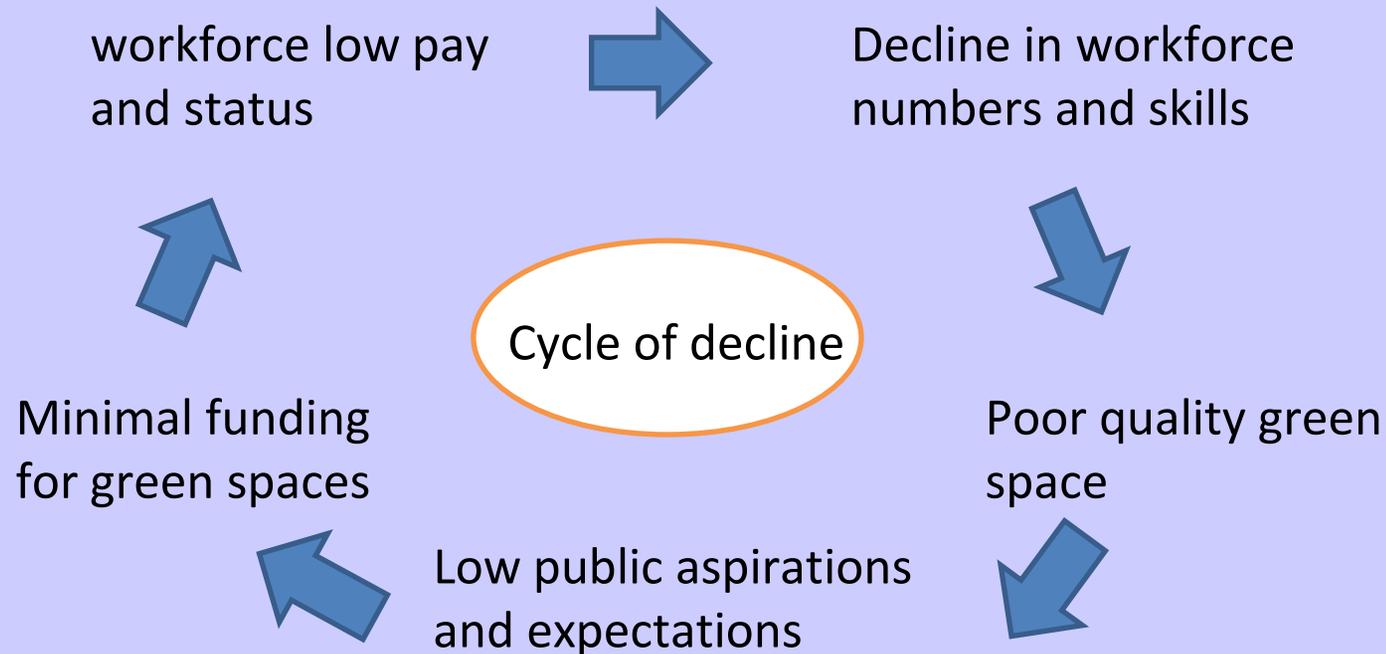
http://www.cabe.org.uk/default.aspx?contentitemid=1162&field=browse_subject&term=Public%20space&type=2

Survey of 54 local authority green space managing departments.

What are main skills issues facing the green space sector?

Recognises **interrelationship** between diverse range of people in planning, design and management of green spaces.

Identifies **skills deficit** as key challenge

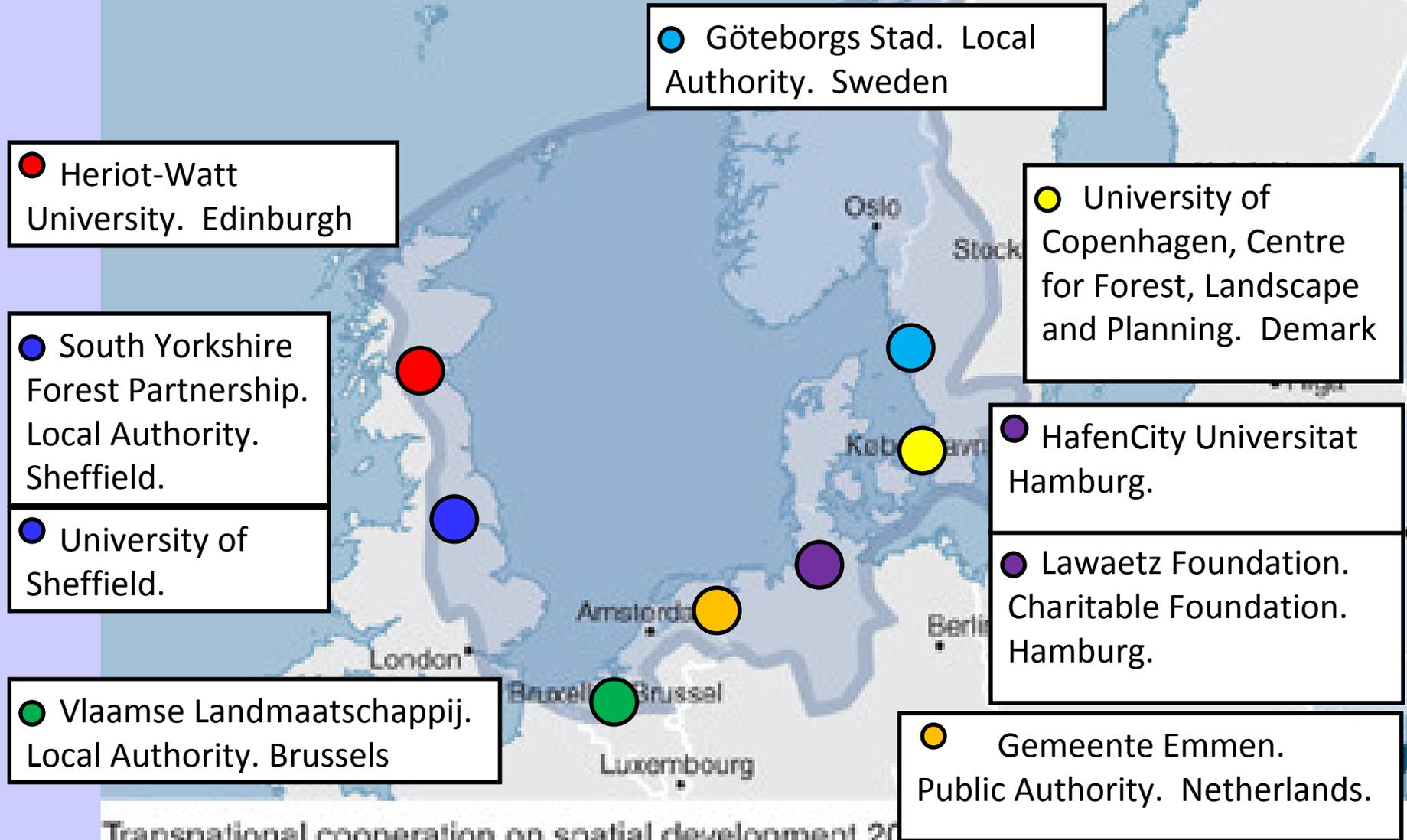


The cycle of decline in green space skills ¹

Seven priorities to improve urban green space skills

- **Build capacity for joined up thinking and working**
- **Develop and maintain a strong evidence base.**

9 MP4 Project Partners



Department of Landscape

Team Members

Director / PI – **Nigel Dunnett**

Project Management /Research – **Mel Burton**

Other research staff (1.3) to be recruited.

Timescale Sept. '08 – Sept. '09

Overall Value 502 235 euro half of which is match
funding

MP4 Aims

- Demonstrate how the positive socio-economic impacts of open space improvements can be maintained in the long run by promoting innovative partnership approaches involving private enterprises, communities and government.
- Provide workable solutions to address maintenance and management requirements and to mainstream best practice in place-keeping across the whole of the NSR.
- Embed place-keeping innovations into improved policies at every level.
- Develop a shared agenda for the long-term improvement of open spaces and bring about a major shift in EU cohesion policy towards the long-term security of its investments.

- Long term management essential component of sustainable development.
- Minimising input. Maximising bio-diversity?
Maximising public use of open space.

Activities

- **Information sharing** – research, staff exchanges, workshops, peer review.
- **Demonstration** – on the ground practical implementation projects. Provide real experiences and data.
- **Promotion and influence** – dissemination strategy, mainstreaming ‘best practice’, place-keeping policy, EU-level agenda for place-keeping

- Add here mini overall list work packages to show the sequence / how they interconnect

Work packages – UoS input

1 Transnational Scoping & Assessment of Practice

- Assess and report on existing transnational experiences. Scope potential value of different approaches.
- Knowledge base on place-keeping approaches covering establishment, governance, durability, efficiency and effectiveness.

4 Monitor and Evaluate Innovations, Investments and Pilots

- Monitor and evaluate the transnational impacts and transferability of on the ground open space improvements.
- Evaluate of on-the-ground benefits using new and established socio-economic tests.
- Identify key transnational lessons through ‘social learning’, knowledge management and input to policy development. Stakeholder workshops to disseminate and showcase best practice in place-keeping.

Material investments – South Yorkshire Forest Partnership

Sheffield – central station park and walkway

Public and private partnership cooperation to develop a new 'safe and secure public realm' – a new disabled walkway from Park hill Flats to Sheffield Central Station, amphitheatre and high quality landscape improvements.

North East Sheffield Heritage Parks. Concord and Firth Park.

Promote community leadership of open space improvements and demonstrate how long term change in deprived areas can be stimulated and maintained by local people.

University of Sheffield case studies –

The Green Estate, Sheffield

Social enterprise to deliver a strategy of interrelated activities to protect and enhance the natural and built environment and reach out to disadvantaged communities in Sheffield.
Innovative approaches to the management of derelict housing sites and management for biodiversity and social value.

The Riverside Stewardship Company

‘protects and improves the waterside environment in Sheffield for people and wildlife.....a social enterprise which aims to both deliver a high quality waterway management service to business and support communities to improve the quality of Sheffield’s waterways.’

Telford and Wrekin Councils

Evaluation of management and maintenance regimes for alternative approaches to more sustainable large scale planting techniques (Pictorial Meadows).

Practitioner surveying for the assessment of plants in the public landscape -

Improved knowledge of plant performance is a key part of designing plantings which are appropriate to the levels of maintenance available and sustainability, however key data about long-term plant performance is often inadequate.

Next Steps Jan-May '09

- Get the paperwork signed.
- Recruitment.
- Clarify, add detail to tasks – programme.
- Case study/material investments scoping study.