



Final Presentation of MP4 Pilots
MP4 Partner Meeting Hamburg – June 2012

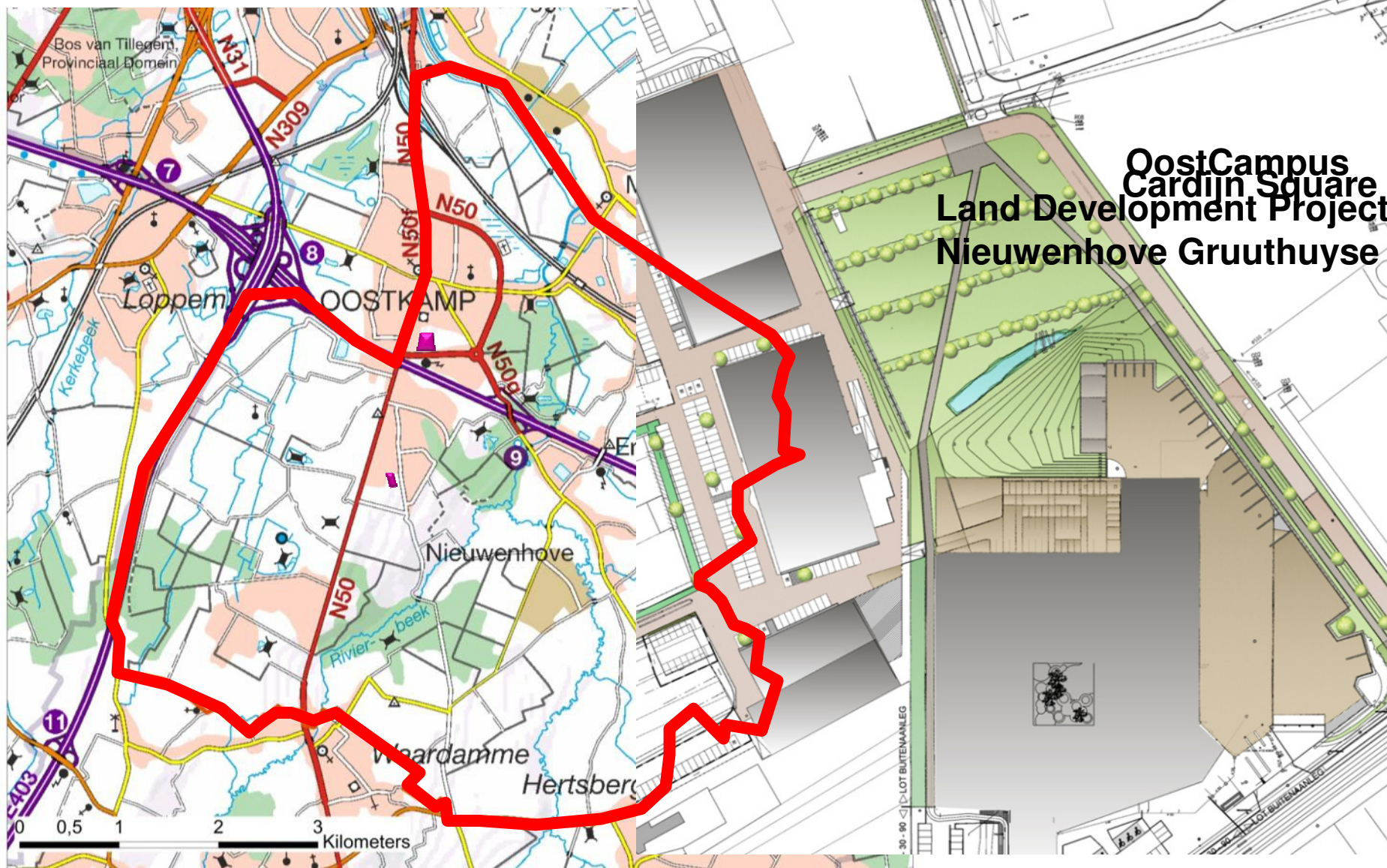


Nieuwenhove Gruuthuyse
OostCampus / Cardijn Square

Project lifetime from 2009 to 2012

Final Presentation of MP4 Pilots

MP4 Partner Meeting



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

A new theatre with multifunctional floor/stage



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Cycle lanes and pathways



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Connection to the shopping strip



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Monuments

(gr

ls)





Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Trees and shrubs



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

A wadi bridged by wooden stems



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Impression of the municipal service center



Background and Aims

- Description
 - A large scale land development project on the urban – rural boundary near a regional scale city (Bruges) with multiple barriers caused by roads, canal and railway
 - A former Coca Cola Factory and surroundings near the city centre of Oostkamp (OostCampus Site)
 - A small scale abandoned square in a quiet green neighbourhood populated with elderly people (Cardijn Square)

Background and Aims

- Aims and objectives
 - Create easy and safe connections for bicycles and pedestrians
 - Improve nature quality
 - Make private parks more accessible
 - Develop OostCampus as a municipal civic centre surrounded by a nice and functional green open space.
 - Develop Cardijn Square as a functional square for local use

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Process and results

What – Where – How?

- Land development project: still in draft stage (internal staffing priorities, OostCampus workload, lack of opportunities to buy land)
- Land development project: “first option to buy land” turned out to be a major breakthrough
- Forest management plan vs. land development project → complementary instruments

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Process and results

What – Where – How?

- Construction works OostCampus => involvement schools + private owners + working in urban areas
- Private participation in the maintenance of public spaces → not realistic; municipalities responsibility
- Inquiry about wishes for improvement in neighbourhood Nieuwenhove => ideas for land development project + involved in design Cardijn square

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Outlook / Next steps

What happens next?

- Land development project: draft ready in fall 2012
- OostCampus & Cardijn Square: no further involvement
- Forest management plan: further elaboration complementary with land development plan

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Lessons learnt

Partnerships

- Achieving involvement of landowners turned out to be very difficult
- Involvement of private owners is crucial to achieve objectives that would otherwise have been unachievable
- Negotiation with partners is often on their terms and conditions
- A partnership is only possible if both parties have a benefit (eg. stressing economic benefits)
- Formal written agreements are essential to ensure long term durability

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Lessons learnt

Governance & Engagement

- Long plan preparation process present problems in public engagement: raising too much expectations on the short term + changing expectations
- Using simple technique in communication with stakeholders



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012



Lessons learnt

Finance and funding

- Planning and cost calculation for place keeping should start at the beginning of a project
- Place Keeping should be an integral part of development budget
- Evaluation of place keeping (post investment) should also be built into the project

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Lessons learnt

Policy

- Place keeping on the long term is not embedded in many legal procedures that VLM uses, since VLM is not a place keeper as such
- VLM developed a place keeping initiative, i.e. soft policy to ensure place keeping by partners
- Written contracts with public and private partners are sometimes necessary

Final Presentation of MP4 Pilots
MP4 Partner Meeting Hamburg – June 2012

Lessons learnt
Evaluation

- Potential use of sociotop mapping and rec mapping as evaluation tools
- Residents satisfaction survey could be useful
- Qualitative vs. quantitative evidence

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

Lessons learnt – spreading the word!

- VLM is finishing a series of European projects – organisation is asking for an evaluation (finance, project management, content)
- VLM has several internal networks where specialists share knowledge over our 5 local departments (and hopefully use in their projects)
- Examples of MP4 knowledge transfer: start working with a blanco map instead of a presenting a finished plan (as we did in OostCampus & Cardijn)

Transnational partnership

For this project the transnational collaboration with partners from NSR in MP4 was interesting because:

- Explaining your own standard practices to people unfamiliar with the context you are working in makes you think about things you normally don't think about (MP4 partners ask the “dumbest” questions first)
- Most of the other pilots are within urban boundaries, which is not VLM's natural habitat.
- We learned that place keeping is not only an issue for VLM but also for many other practitioners in various

Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012

“Famous last words”

- We learned that place keeping is not only about mowing grass and cleaning up litter, but also about engaging people, creating sense of place, building partnerships...
- Recommendations
 - For practitioners & policy makers: embed the link between PM and PK on a legislative level
 - For practitioners with PM focus: find your role!
 - Provide financial incentives to ensure PK
 - Limit your role to creating a setting with your partners & stakeholders where they feel responsible for your project, thus ensure PK



Final Presentation of MP4 Pilots

MP4 Partner Meeting Hamburg – June 2012



Contact Details

Pieter Vercammen
VLM West-Vlaanderen
Velodroomstraat 28
8200 Brugge
BELGIUM
Tel: +32 (0) 50/45.81.66
mob: +32 (0) 486/49.06.77
Fax: +32 (0) 50/45.81.99
pieter.vercammen@vlm.be
www.vlm.be

Online information

-MP4/ Nieuwenhove Gruuthuyse information
<http://www.vlm.be/algemeen/projecten/detail/Pages/default.aspx?itemId=188&webId=56d32dc9-29d8-46c9-8224-467b784d49d8>

-OostCampus information
<http://www.oostkamp.be/Nieuws - actueel - info/OostCampus>