



Place matters

The role of place-keeping in landscape
planning and design

Contents

- What is place-making?
- What is *place-keeping*?
 - Why is it important?
 - Different place-keeping approaches
- The MP4 project
 - Assessing practice across 7 countries
 - Some examples...



HafenCity, Hamburg



Firth Park, Sheffield



Temalekplats playground, Malmö

Place-making

- **The creation of high-quality places that people want to visit, experience and enjoy**
- **Implies a people-centred approach**
 - health and wellbeing
 - sense of belonging and attachment
 - welcoming and inclusive places

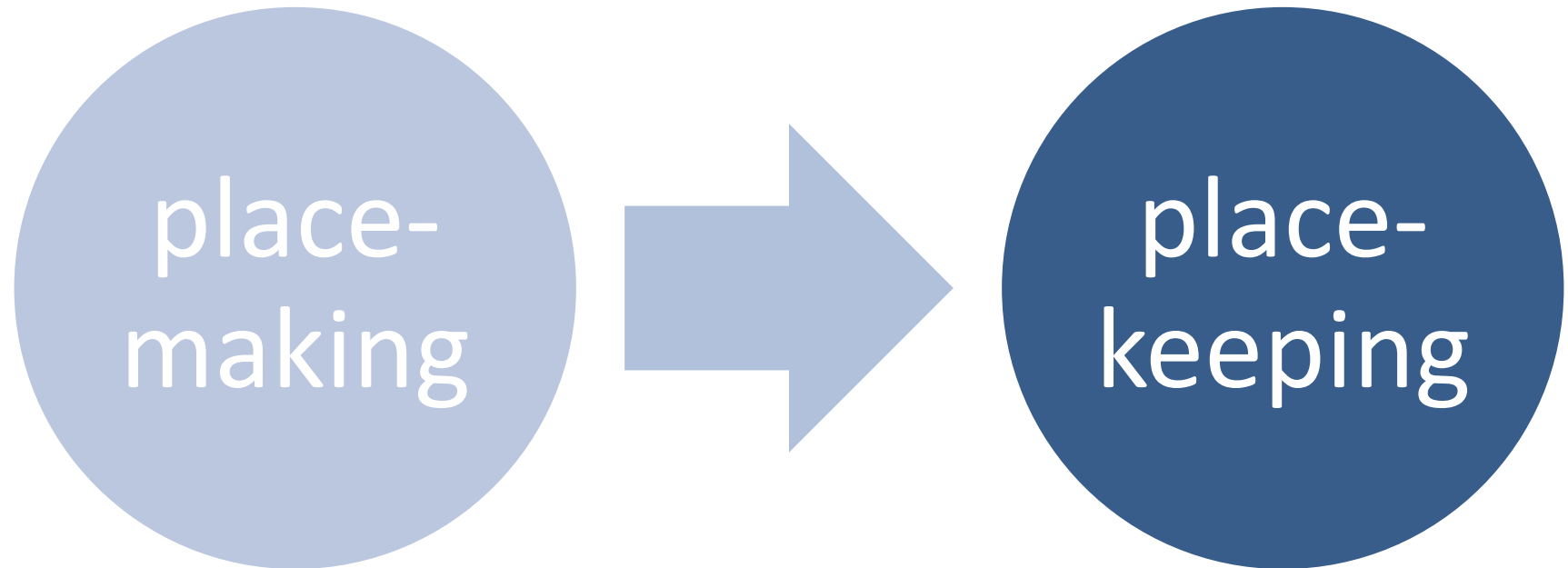


Place-keeping

- **What happens ‘after’ high quality places have been created**
 - maintaining and enhancing the qualities and benefits through LTM
- **Long-term management of places**
 - to ensure that the social, environmental and economic quality and benefits can be enjoyed by future generations
 - landscapes develop and change over time

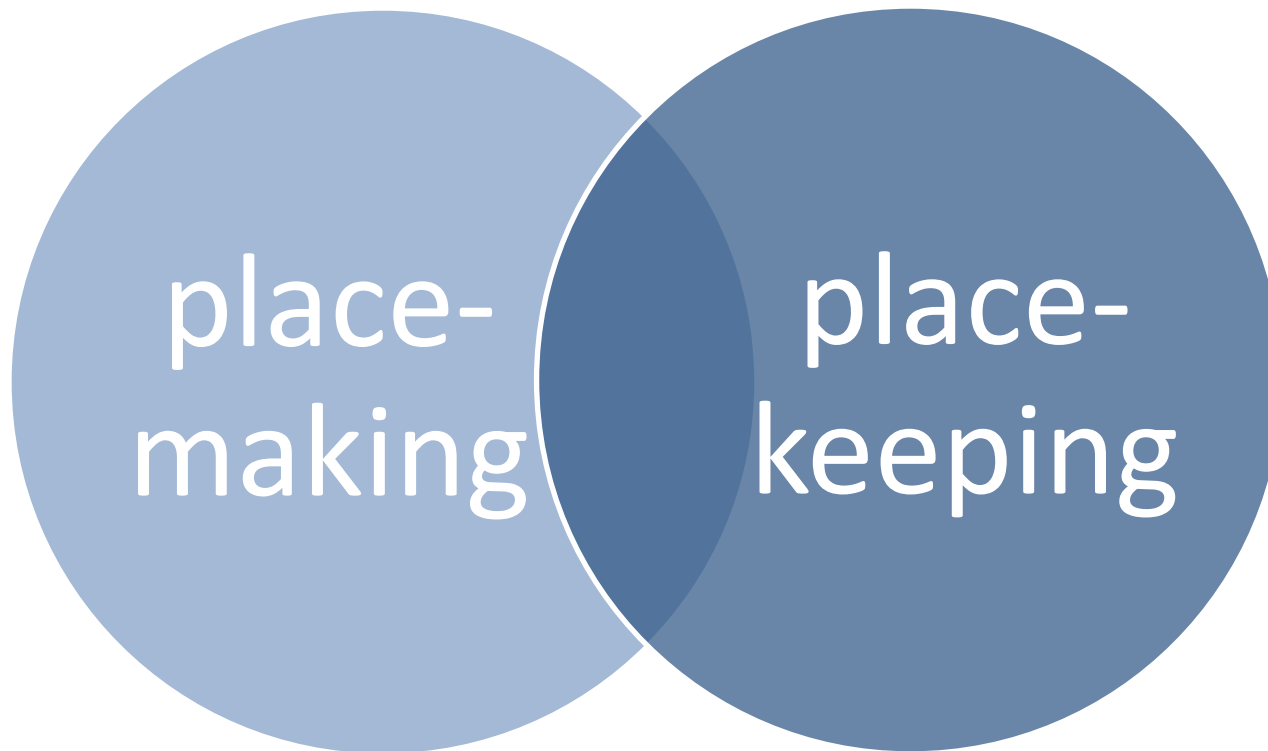


Place-making and place-keeping



A process leading to a product?

Place-making and place-keeping



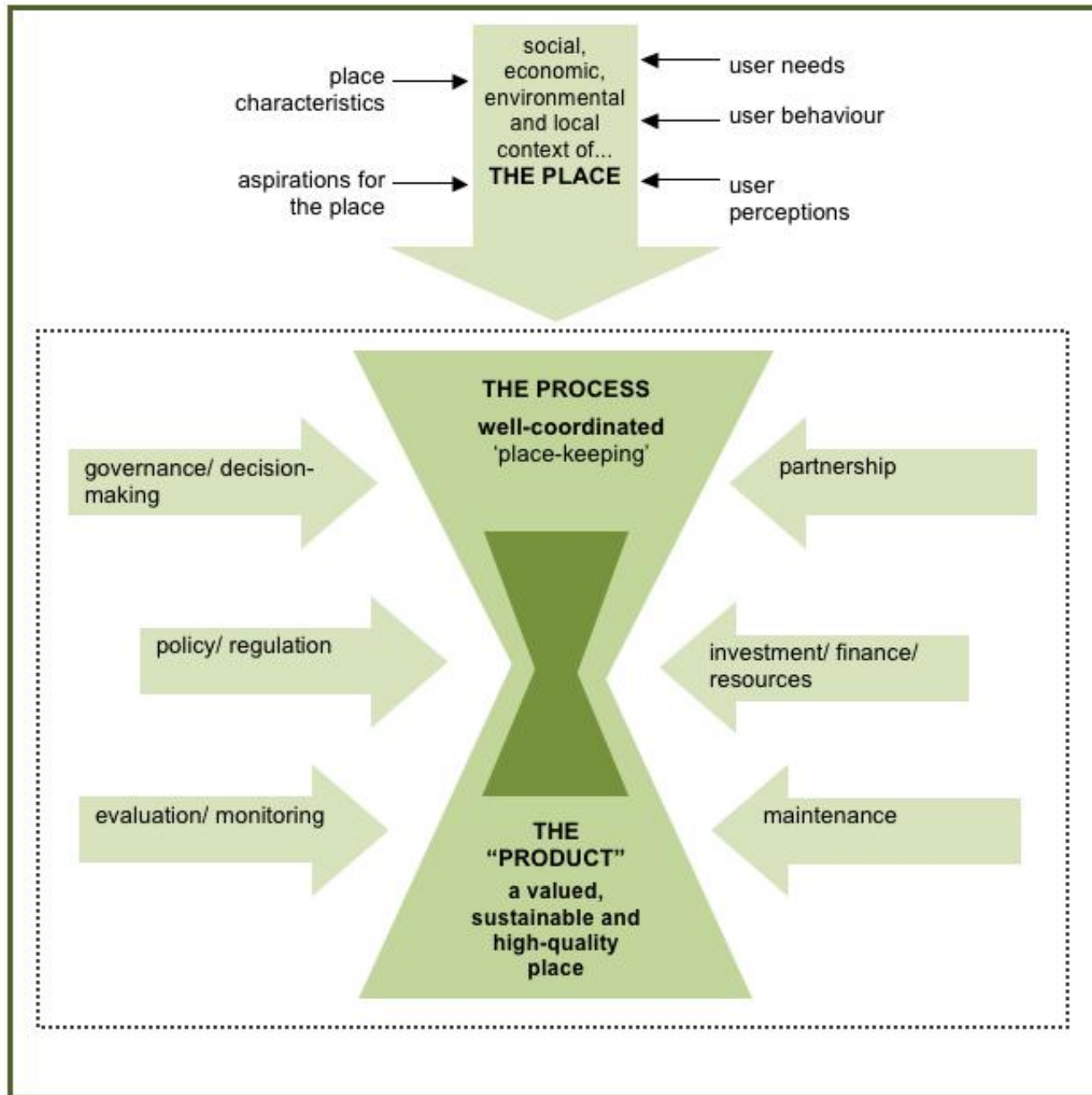
A process influenced by the type of product required?

Place-making and place-keeping



A two-way relationship between process and product where place-keeping is considered at the beginning?

A dynamic and cyclical process



Why is place-keeping important?

- **Places are used on everyday basis**
 - can offer ‘breathing space’ from urban life
- **Growing policy focus on:**
 - use of outdoor space for health and wellbeing
 - value of open spaces for biodiversity and climate change mitigation
 - financial value of open space (e.g. housing markets)



Why is place-keeping important?

- **Inappropriate design can lead to more maintenance in the long run**
- **Poorly designed and managed spaces can make users feel unsafe**
 - less used, less valued
 - leading to neglect, misuse: an ‘uncared-for’ space
 - may require costly changes in the future



Interreg IIB Creating a Setting for Investment (CSI) <http://www.environment-investment.com>

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'.



High quality

Standard quality



Low quality

Impact of the quality of the landscape setting have on perceptions of the location as a place to invest?

What particular landscape factors have most influence?

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.

Across Europe, there is too much emphasis on the ‘place-making’ and not ‘**place-keeping**’ (or long-term management) of open space.





MP4 examines innovative approaches to planning, designing, maintaining and using public places for **the long term**.



The MP4 Project



HCU

HafenCity Universität
Hamburg



The
University
Of
Sheffield.



Lawaetz-Stiftung



**City of
Göteborg**



SOUTH YORKSHIRE
forest

A National *community forest* Partner



VLAAMSE LANDMAATSCHAPPIJ SAMEN INVESTEREN IN DE OPEN RUIMTE



UNIVERSITY OF
COPENHAGEN



<http://mp4-interreg.eu>

MP4 Project partners

● Heriot-Watt
University, Edinburgh.

● South Yorkshire
Forest Partnership,
Local Authority,
Sheffield.

● University of
Sheffield.

● Vlaamse Landmaatschappij,
Local Authority, Brussels.

● Göteborgs Stad, Local
Authority, Sweden.

● University of
Copenhagen, Centre for
Forest, Landscape and
Planning, Denmark.

● HafenCity Universitat,
Hamburg.

● Lawaetz Foundation,
Charitable Foundation,
Hamburg.

● Gemeente Emmen, Public
Authority, Netherlands.

MP4 Project Aims

Funded by EU - Interreg IVB North Sea Region,
to

- Demonstrate how positive socio-economic impacts of open space improvements can be maintained in long term;
- Provide solutions to address maintenance and management needs;
- Mainstream best practice in place-keeping across North Sea Region;
- Embed place-keeping innovations into policy;
- Develop shared agenda for long-term open space improvement.



Assessing practice across Europe

- Literature review
 - establishing the gap in knowledge
 - clarifying existing knowledge/ practice
- In-depth case studies including:
 - parks/ children's playground/ urban squares/ waterways/ waterfront development/ open space in housing estates/ highways/ roundabouts/ industrial estate
 - based on interviews and background data



Case study analysis

- Explore good place-keeping in practice
- Interviews conducted with PK practitioners
 - focus on different dimensions
 - success and challenges of PK in situ
- Written into individual reports
- Analysis of all case studies



Case studies x 18

- Aarhus, Denmark.
- Business Improvement District, Hamburg, Germany.
- Bürgerpark, Bremen, Germany.
- Craigmillar, Edinburgh, Scotland.
- Emmerhout and Zwartemeer, Emmen, the Netherlands.
- Gårdsten, Göteborg, Sweden.
- Green Estate, Sheffield, England.
- Grassmarket, Edinburgh, Scotland.
- HafenCity, Hamburg, Germany.
- Hailes Quarry Park, Edinburgh, Scotland.
- Intergovernmental Rural Dialogue, Flanders, Belgium.
- Lengthwaite Grange, West Yorkshire, England.
- Poeke Park, Aalter, East Flanders, Belgium.
- River Stewardship Company, Sheffield, England.
- Steilshoop, Hamburg, Germany.
- Telford and Wrekin Council, Telford, England.
- Temalekplats, Malmö, Sweden.
- Woesten, West Flanders, Belgium.



‘Test-bed’ pilot projects x 7

- **Investment sites**

- Open space improvements in deprived nhds
- Innovative place-keeping approaches
- Evaluated and informed by MP4
- Sheffield x 2, Göteborg, Emmen, Bruges, Hamburg and Aarhus



Sheaf Valley Park, Sheffield

- Amphitheatre/ arboretum/ pedestrian access improvements



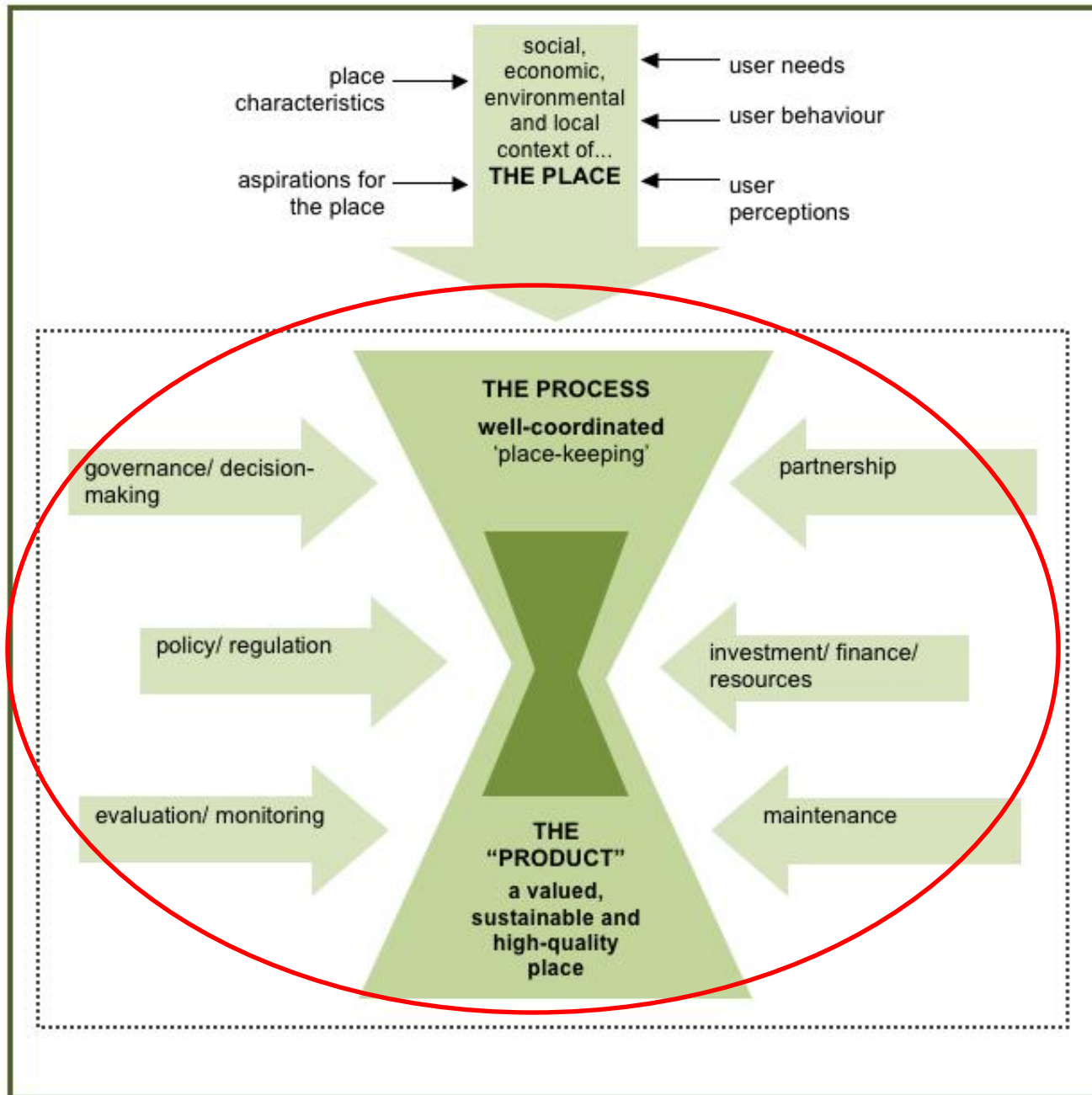
Firth Park, Sheffield

- **Ripples in the Pond**
 - Community gardens/ wetland area/ natural play/ reconnection to rest of the Park

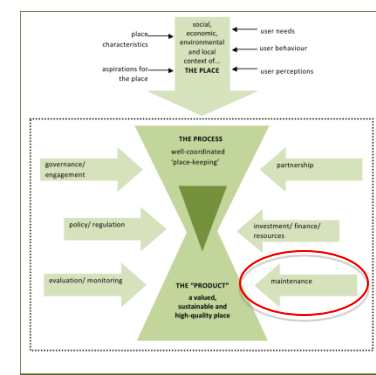


Firth Park, Sheffield





Maintenance



- **Place-keeping in situ over the *long term***
 - land management techniques/ **day-to-day** operations
 - to ensure the ‘fitness for purpose’ of a place
- **A place’s condition and cleanliness**
 - poor maintenance = space is ‘uncared-for’?
 - how well does it stand up to everyday use?
- **The design of the place**
 - features/ landscaping may require particular maintenance equipment and expertise



Maintenance in practice

- **Who does it: directly?**
 - Local Authority
 - LA contracting out
- **And under supervision?**
 - Residents/ schoolchildren
 - Volunteers with/ without extra incentives
 - Staff team building days



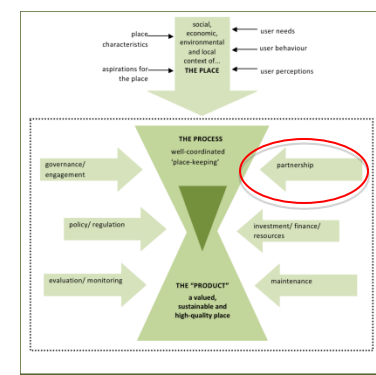
Challenges of maintenance

- **Maintenance requirements *change over time***
 - seasonal use
 - plant growth
 - changing user requirements
 - as the site matures
- **A standardised regime may not be effective**
 - not just x hours of maintenance p.a.
 - is the right work done at the right time?



Partnerships

- Agreed shared responsibility for place-keeping
- Partnerships are effective in achieving place-keeping, especially:
 - a combination of public-private-third sector
 - where the local community is involved + engaged



Partnership models

- **State-centred model:** LA plans, delivers and maintains the place with minimal external input
- **Market-centred model:** private organisation employed (often contracted) by public sector which can call on resources outside public sector
- **User-centred model:** not-for-profit user-based organisations are heavily involved, calling on networks and local knowledge.

After de Magalhães and Carmona, 2009.



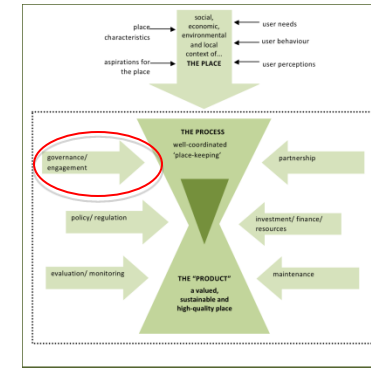
Some challenges of partnerships

- **Informal, voluntary agreements** can be complex to manage, esp. with many partners
- **Funding** challenges
 - Multiple partners: funding cycles + policies can change
- What happens when people **move on** without successors to take over?
- Good **communication**
 - Getting the right information to the right people



Governance

- **Relationships between stakeholders involved in PK decision-making**
- **Shift from government to governance**
 - from one (public) sector to multiple sectors
- **Community engagement is fundamental**
 - based on ideas of inclusiveness and democracy
 - emphasis on consensus
 - good PK governance involves residents and users: the real 'experts'

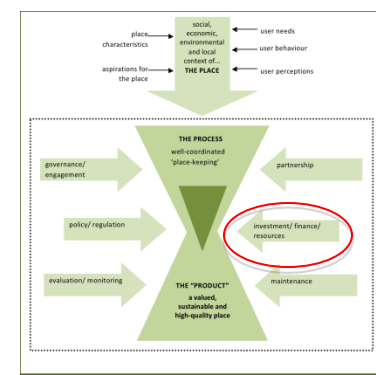


Challenges for governance

- **Time-consuming and costly process**
 - may be rejected in favour of alternative resource allocation, e.g. investment/ maintenance budgets
- **Limited willingness of residents' to be engaged**
 - E.g. marginalized residents living in areas of social housing areas
- **Achieving effective engagement can be complex and difficult**
 - Stakeholders have competing interests
 - Some residents may not feel their voice is heard
 - Can more than 'pleasing most of the people most of the time' be achieved?



Funding/ finance



- **Funding is crucial for place-keeping**
 - *ideally* in place from the outset/ place-making stage
- **Tends to come from the public sector**
 - BUT funding of place-keeping is not statutory
 - place-keeping is particularly at risk when budgets are cut

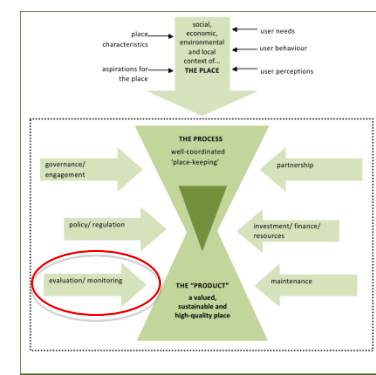


Funding/ finance

- **Funding easier to access for place-making**
 - place-keeping costs often not considered
- **Funding for place-keeping is critical but limited**
 - lack of guaranteed funding
 - funding allocations are based on annual cycle of work
 - a long-term *outcome-based* approach is often not taken
 - too much focus on day-to-day maintenance and not long-term management



Evaluation



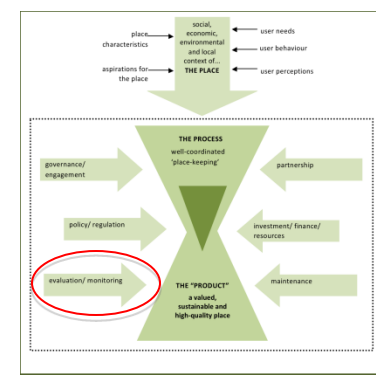
- **Wide range of existing tools**

- Project delivered on time
- On-site staff get resident feedback
- In-house assessment
- People counts at events
- Unprompted user feedback

- Award schemes
- Satisfaction surveys
- Attitudinal surveys
- User counts
- Crime figures from police
- Steering group monitor progress
- Annual reporting
- Financial monitoring



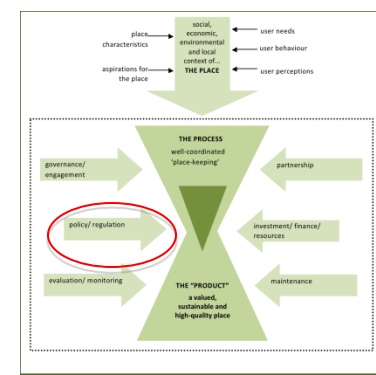
Evaluation



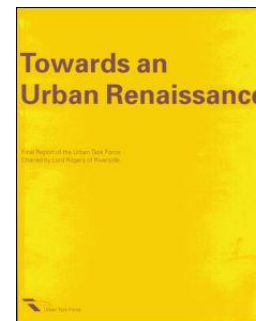
- **Wide range of existing tools**
 - BUT not a statutory obligation
- **Evaluation often not a priority**
 - it can be costly and time-intensive
 - but can lead to secure funding for place-keeping (e.g. Green Flag (UK))
- **Can everything be measured?**
 - e.g. quality/ aesthetic value...?
 - increasing attempts to give landscape/ green space a monetary value
- **How useful are the data collected?**



Policy

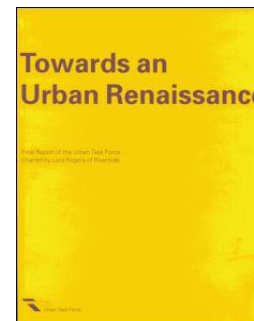


- **Many policy initiatives based on place-keeping ideas**
 - Area-based *liveability* and *sustainable communities* policies
 - Urban regeneration programmes based on physical improvements
 - Reinforces idea that deprivation is physically bounded
 - and so public funding can have a powerful impact



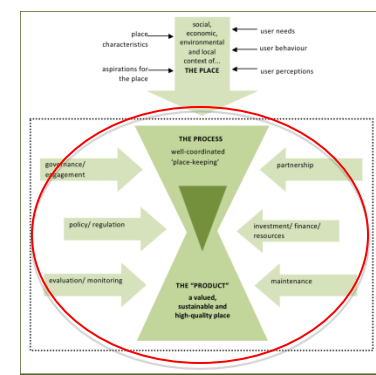
Policy challenges

- **Place-keeping often included in policy guidance, but not in statutory legislation**
 - some aspects may be covered by policy (e.g. health + safety)
- **Increasing interest in market-centred PK approaches**
 - UK/ German legislation supports public-private partnerships
 - Business Improvement Districts/ Town Centre Management
 - Will economic interests be prioritised over social wellbeing?



Coordination

- **Critical to coordinate overlapping dimensions of place-keeping**
 - e.g. day-to-day maintenance of a place may involve:
 - various land management techniques
 - a range of stakeholders in partnership
 - varying levels of available resources
 - a need to follow specific regulations and
 - a need to undertake ongoing evaluation
 - All require coordination, which may be manifested as a long-term open space strategy



Future direction in place-keeping

- **More focus on what happens in practice**
 - a need for *post-occupancy evaluation* of places
 - how effective are PM and PK in practice?
 - how can the concepts be measured holistically?
 - is the capital funding for PM well-spent?
 - what are the low-cost, low-maintenance options?
 - And over what time period?
 - How long-term is long term?





www.mp4-interreg.eu



Temalekplats playground, Malmö