



# ‘Place-keeping’ in the cultural landscape: the role of long-term maintenance and management

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- The MP4 project
- ‘Place-making’ + focus on ‘place-keeping’
  - Definitions
  - Key dimensions (with focus on partnership)
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  - Findings and discussion



HafenCity, Hamburg



Firth Park, Sheffield



Temalekplats playground, Malmö

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# 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.

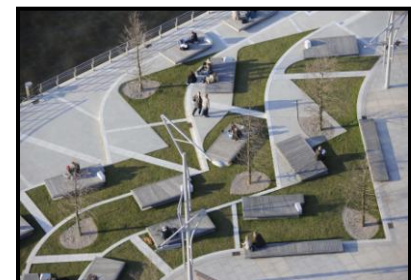
# MP4 Project Aims

- Project funded by EU (Interreg IVB North Sea Region programme)
  - Demonstrate how positive socio-economic impacts of open space improvements can be maintained in long term;
  - Provide solutions to address maintenance and management needs;
  - To 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.



# MP4 WP1: Transnational Assessment of Practice

- Ongoing 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



# Place-making

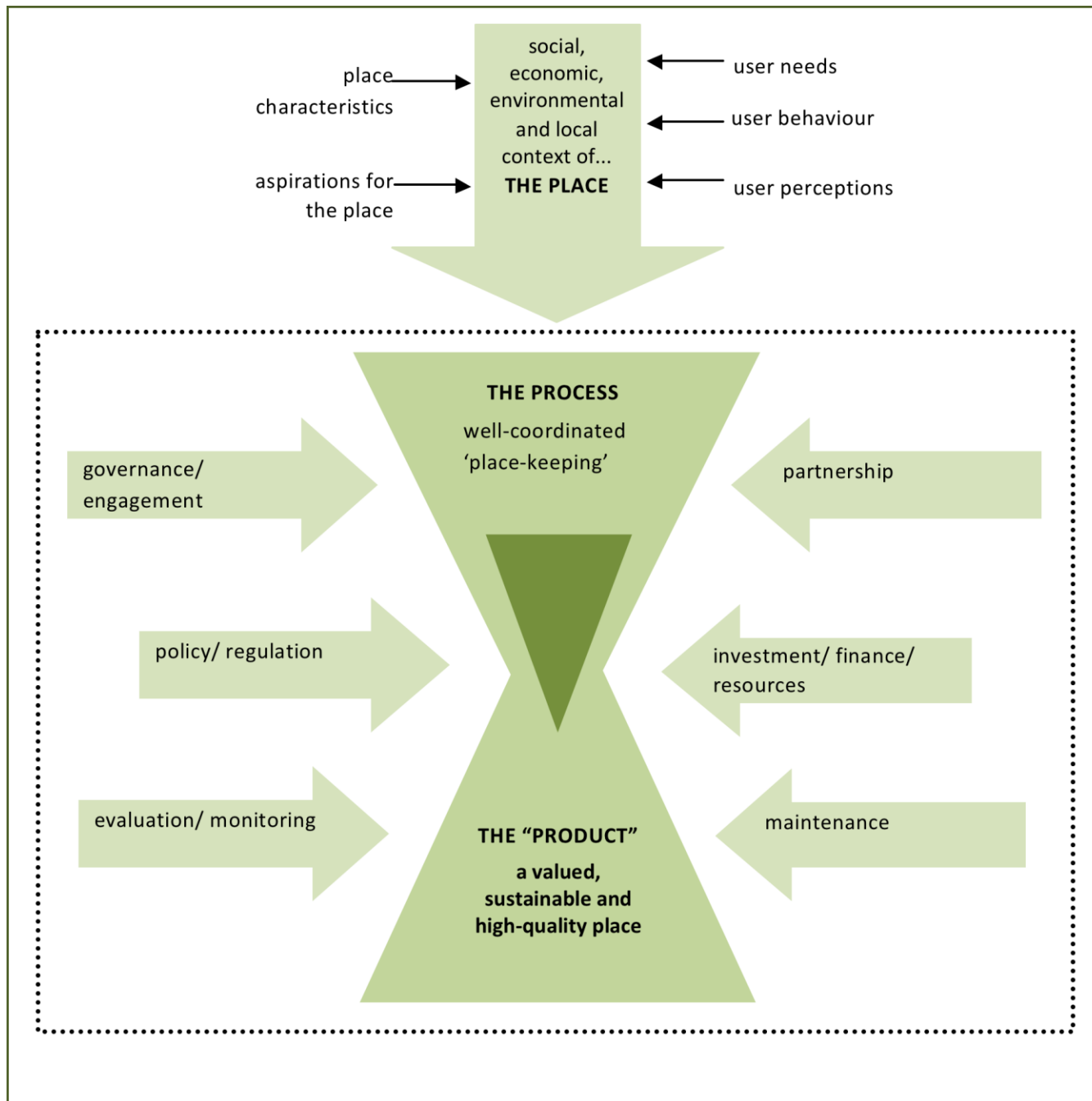
- Creation of high-quality places that people want to visit, experience and enjoy
- Implies a people-centred approach
  - Health and wellbeing
  - Sense of belonging and attachment
  - Welcoming and inclusive places



# Place-keeping

- What happens ‘after’ high quality places have been created
  - Retaining, 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
- E.g. trees in park growing to maturity (increased biodiversity/ aesthetic value/ interest)





# Case study analysis

- Explore good place-keeping in practice
- Deprived neighbourhoods where cultural meanings may have been lost
- 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 include:

- 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.
- Langthwaite Grange, West Yorkshire, England.
- River Stewardship Company, Sheffield, England.
- Steilshoop, Hamburg, Germany.
- Telford and Wrekin Council, Telford, England.
- Temalekplats, Malmö, Sweden.
- Woesten, West Flanders, Belgium.

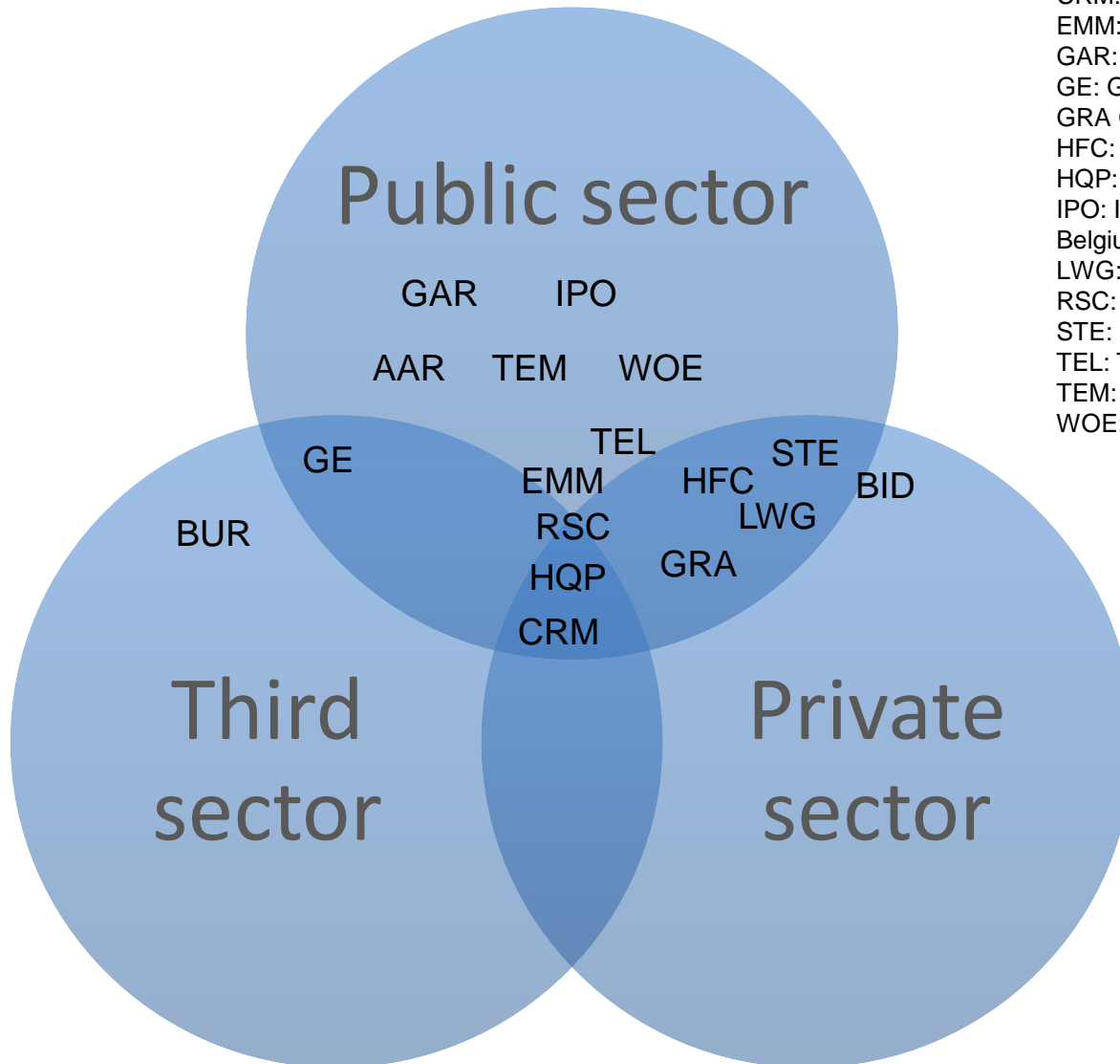


# Partnerships

- Definition: agreed shared responsibility for the place-keeping process
- Consensus in policy + theory that they effectively achieve place-keeping, especially:
  - A combination of public-private-third sector
  - Involvement + engagement of local community



# Place-keeping partnerships



AAR: Aarhus, Denmark.

BID: Business Improvement District, Hamburg, Germany.

BUR: Bürgerpark, Bremen, Germany.

CRM: Craigmillar, Edinburgh, Scotland.

EMM: Emmerhout, Emmen, the Netherlands.

GAR: Gårdsten, Göteborg, Sweden.

GE: Green Estate, Sheffield, England.

GRA Grassmarket, Edinburgh, Scotland.

HFC: HafenCity, Hamburg, Germany.

HQP: Hailes Quarry Park, Edinburgh, Scotland.

IPO: Intergovernmental Rural Dialogue, Flanders, Belgium.

LWG: Langthwaite Grange, West Yorkshire, England.

RSC: River Stewardship Company, Sheffield, England.

STE: Steilshoop, Hamburg, Germany.

TEL: Telford and Wrekin Council, Telford, England.

TEM: Temalekplats, Malmö, Sweden.

WOE: Woesten, West Flanders, Belgium.

# Features of successful partnerships

- ‘A partnership with an *identity* of its own’ (ER)
- The *staff/ personnel*
  - ‘A strong and committed, skilled and motivated team’ (Grassmarket/ HQP)
  - ‘Outside-the-box thinking and effective leadership’ (Gårdsten)
  - Involving residents as ‘equals...from the beginning’ (ER)



# Features of successful partnerships

- ***Multiple partners***
  - ‘Can make projects possible that would otherwise not have happened’ (HQP)
- A ‘trusted mediator’ or ***link between the community and stakeholders*** (Emmen Revisited/ Bürgerpark)
  - Ideally ‘apolitical’
  - Helps create ‘a closer fit between user preferences and maintenance efforts’ (Aarhus)



# Features of successful partnerships

- ***Improving the relationship*** between stakeholders
  - ‘Improved dialogue’ (GMarket)
  - Moves away from ‘the usual focus on complaints to broader issues about future visions...and priorities’ (Aarhus)
- ***How information is communicated*** and shared with residents (Aarhus)
  - Need to ensure that, for example, design quality ‘is defined and understood by all involved, not just experts’ (C.Millar)



# Features of successful partnerships

- The desire to create a ***legacy*** (Craigmillar)
  - not just the physical place, but a ‘long-term community presence’ (HQP)
- Place-keeping is organized on basis of ‘common ownership’ with ***consensus*** in decision-making (ER)
- ***Social cohesion*** (ER) and a ***sense of community*** (Aarhus) can come from engaging communities
  - although does the social cohesion/ sense of community lead to community engagement?



# Challenges for partnerships

- **Staff/ personnel**
  - What happens when people move on without successors to take over?
- **Formality and informality of agreements** in place
  - Informal, voluntary agreements can be complex to manage, particularly with large numbers of partners
- **Good communication**
  - Getting the right information to the right people (Emmen Revisited)
  - Users may not be fully aware of what they can(not) do in the open space (Aarhus)



# Challenges for partnerships

- Engaging communities is ***time-consuming and costly***
  - May be alternative resource allocations, e.g. investment/ maintenance budgets (Aarhus)
- Achieving effective engagement can be ***complex and difficult***
  - Grassmarket: Community engagement via consultation 'did not achieve consensus in decision-making': some residents felt their voice was not heard
- ***Limits of residents' willingness*** to be engaged
  - Particularly marginalized residents living in areas of social housing areas
  - A lack of tradition of involvement with authorities can increase the 'engagement challenge' further (Aarhus)



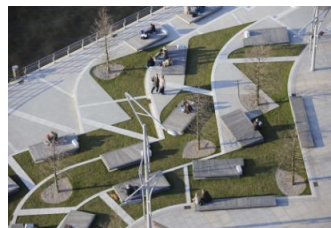
# Challenges for partnerships

- ***A negative attitude towards the open space***
  - Can cause difficulty in engaging residents and requires continued work (Green Estate)
- ***Land-ownership responsibilities***
  - Lack of clarity can make engaging private sector stakeholders difficult (River Stewardship Company)
- ***Funding*** challenges
  - ‘Having multiple partners can create funding problems: ‘funding cycles’ + policies can change’ (Hailes Quarry Park)



# Concluding thoughts

- Importance of committed group of stakeholders participating in a formal partnership with place-keeping in mind from outset
- Community engagement may not always result in consensus in decision-making
- Different approaches may still achieve place-keeping (i.e. a high-quality open space), but with varying degrees of success of engaging the community
- Good quality place-keeping may be achieved without local 'community' involvement (BID)
- Calls into question assumption that community engagement is fundamental and always successful



# Concluding thoughts

- Need to evaluate community engagement: does it work in practice?
- Evaluation is not happening in practice
  - A considerable expense
  - Data need to be useful in practice
- ***A need for clarity in defining + understanding the aim of place-making/ keeping:***
  - to simply create a clean and tidy place or to (re-)connect people with the place and its cultural meaning?





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