



Existing transnational experiences of 'place-keeping'

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Contents

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



HafenCity, Hamburg



Firth Park, Sheffield



Temalekplats playground, Malmö

<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.

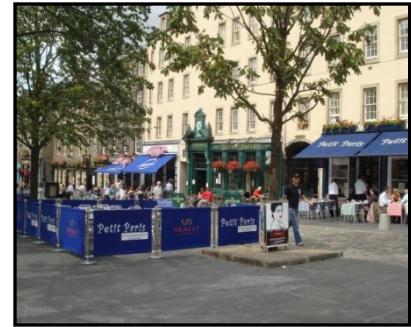
MP4 Project Aims

- 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

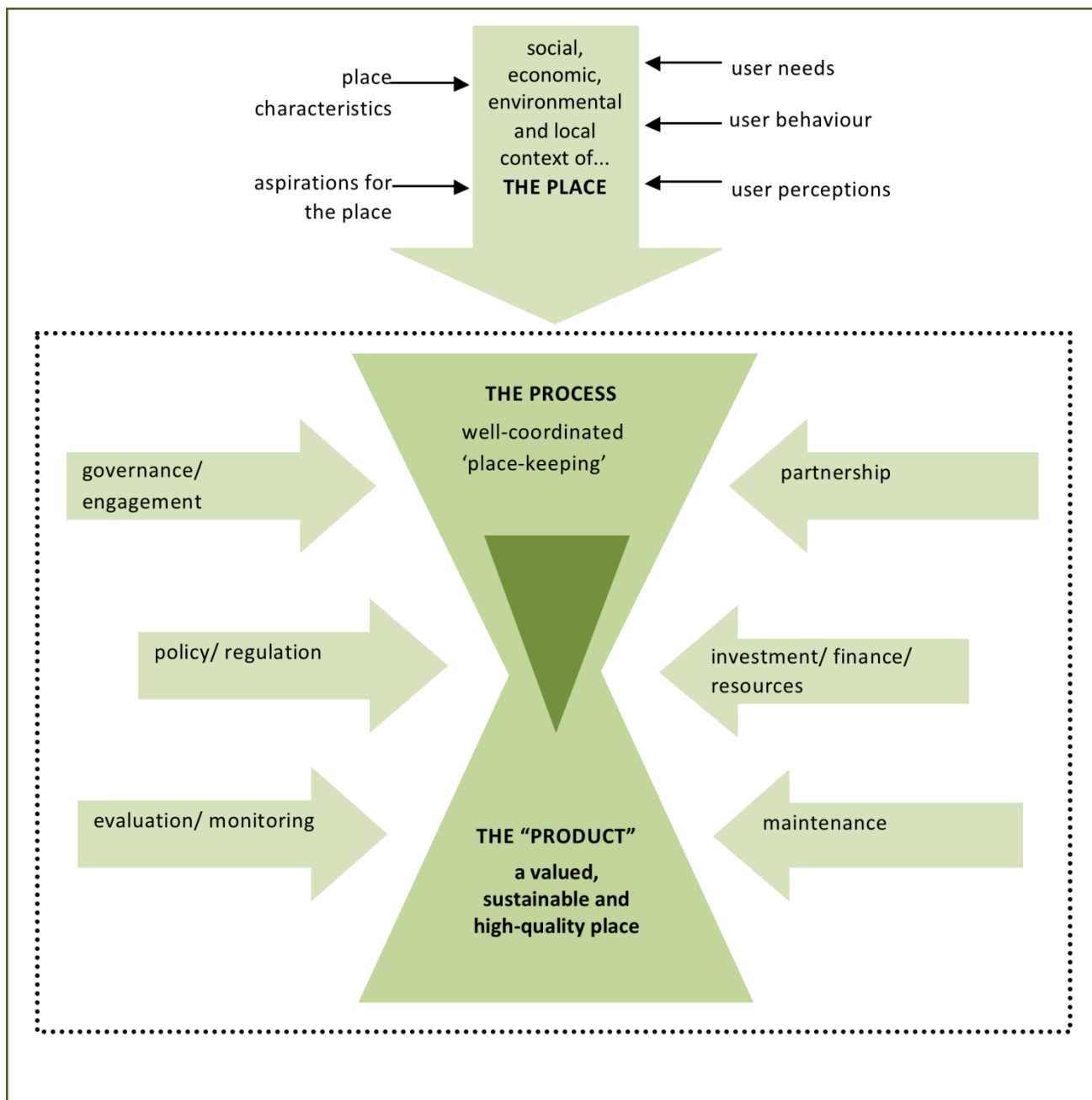
- Creation of high-quality places that people want to visit, experience and enjoy
- Implies a people-centred approach
 - Health and wellbeing
 - Sense of belonging and attachment
 - Welcoming and inclusive places



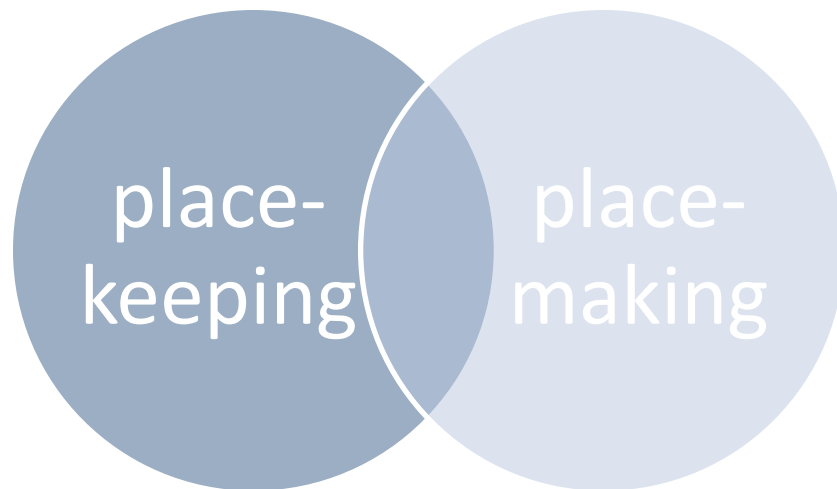
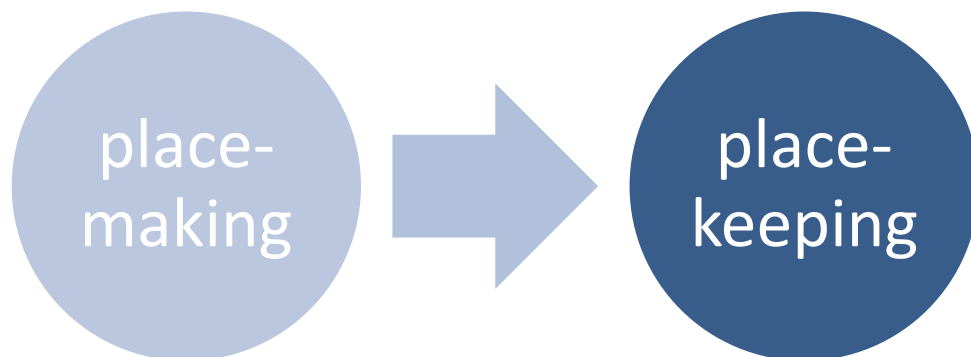
Place-keeping

- 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)





Place-keeping: part of a dynamic and cyclical process



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 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



Partnerships types include:

| | |
|--------------------|--|
| Public sector-led | Public sector only |
| | Public sector with contracted-out services |
| Private sector-led | Business Improvement District/ Town Centre Management |
| | Public-private partnership with PK by public sector |
| | Public-private partnership with PK by both sectors |
| Third sector-led | Public-private-third sector partnership with PK by public sector |
| | Third sector-public partnership with PK by third sector (social enterprise with commercial arm) |
| | Third sector-public partnership with PK by third sector (social enterprise) |
| | Public-private-third sector partnership with PK devolved from state to community group (or equivalent) |
| | Independent charitable organisation |

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)
 - ‘The right people[in place] and getting the right information to them’ (Emmen Revisited)
 - ‘Outside-the-box thinking and effective leadership’ (Gårdsten)
 - Involving residents as ‘equals...from the beginning’ (ER)



Features of successful partnerships

- ***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)
- ***Multiple partners***
 - ‘Can make projects possible that would otherwise not have happened’ (HQP)
- Community engagement can be a vehicle for access to ***new resources***
 - E.g. ‘volunteer work/ alternative funding for investments’ (Aarhus)



Features of successful partnerships

- The ***improved relationship*** between stakeholders
 - ‘Improved dialogue’ (GMarket)
 - Moves away from ‘the usual focus on complaints to broader issues about future visions...and priorities’ (Aarhus)
- 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

- Ensure all place-keeping activities are organized on basis of ‘common ownership’ where ***consensus*** is reached in decision-making (ER)
- The desire to create a ***legacy*** (Craigmillar)
 - not just the physical place, but a ‘long-term community presence’ (HQP)
- ***Social cohesion*** (ER) and a ***sense of community*** (Aarhus) can come from engaging communities
 - although it might be the social cohesion/ sense of community which brings about 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
 - Partnership may be insecure without a formal agreement
- 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: with a wide variety of stakeholders with competing interests
 - 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 strong and committed group of stakeholders participating in a formal partnership with place-keeping in mind from outset
- Community engagement often heralded as integral part of decision-making in the local context
- Different approaches may still achieve place-keeping (i.e. a high-quality open space), but with varying degrees of success of engaging the community and of re-instating lost cultural meanings of urban landscapes
- Good quality place-keeping may be achieved without local 'community' involvement (BID)
- Community engagement may not always result in consensus in decision-making
- Calls into question theoretical/ political assumption that community engagement is fundamental and always successful



Concluding thoughts

- Need to evaluate the effectiveness of community engagement
- Wider MP4 case study analyses show evaluation, e.g. user counts, satisfaction survey, is not happening in practice
- What is feasibly possible and meaningful to assess in reality?
 - A considerable expense
 - Data need to be useful and used 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?





Workshop later today!

<http://mp4-interreg.eu>

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