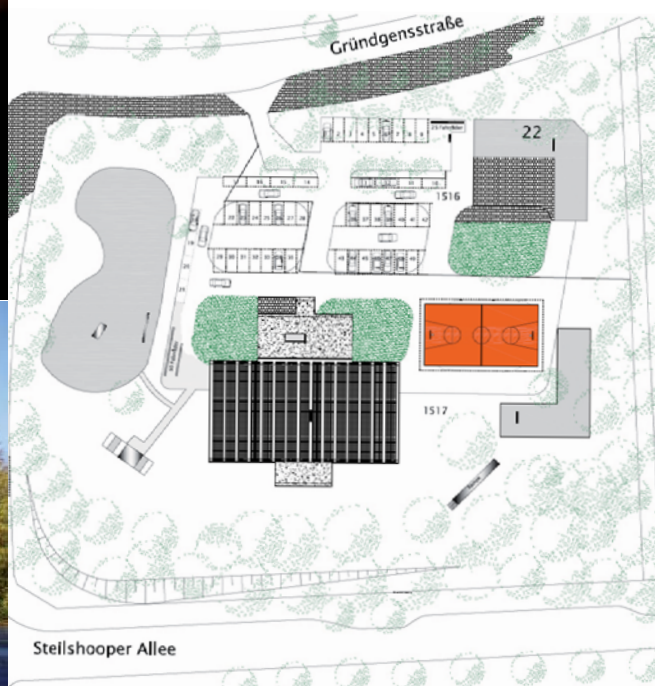


Pilot model Steilshoop for place keeping and making

How to prevent vandalism?
an innovative and unique methode of
medial youth work and partnership in Steilshoop





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Introduction

The free and Hanseatic City of Hamburg is Germany's second largest city with almost 1.8 million inhabitants. As a city-state Hamburg is one of the 16 German Federal states.

The city is divided into seven districts (Bezirke): Altona, Bergedorf, Eimsbüttel, Hamburg-Mitte, Hamburg-Nord, Harburg and Wandsbek. All of them are the size of large cities (between 117.000 and 407.000 inhabitants). The districts have their own elected parliaments (Bezirksversammlung) and their own administration (Bezirksamt).



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Steilshoop is part of the district Wandsbek. Steilshoop is a large estate that was built between 1969 and 1975. Almost 15,000 people live in 6,380 flats in 21 large concrete building rings with a shopping centre in the middle of the estate. In the development area 20.9% of the residents are under 18. . Residents with a migration background account for 41%. Compared to Hamburg (6.5%), the unemployment rate is high at 10.3%.



Steilshoop was a formally designated urban regeneration area under Federal Law from 1987 to 1999. In that time, more than € 13 million of public funds were invested in the physical improvement of the estate. Nonetheless problems occurred again a couple of years later. Especially because of these problems the City of Hamburg decided to include Steilshoop in the program "liveable city" with the following aim:

- Stabilisation of the district's empowerment
- Support activities from private and public proprietors
- Networks between different institutions and initiatives in Steilshoop



Introduction

The result was to include Steilshoop in the program active district development in 2007. Since 2009 Steilshoop has been a part of the new program “framework programme integrated district development” with the following intentions:

- Improvement of the general social and material living conditions
- Improvement of people’s prospects in the fields of education, labour and integration.
- Reinforcing the participation of citizens

The end of this program will be in 2014.

In the following we would like to present one project idea which was developed in the first part of the program. The project idea is based on the development of new models for place keeping in urban areas.





The Partners

Alraune gGmbH

The non-profit company Alraune mbH (since 2003 “Alraune”), was founded in 1984 by an employee of the SAGA¹ tenant consultation service and Steilshooper agency for social services. The aim of the District Association for Social work and Research, Hamburg was to give disadvantaged youth the possibility to find work experience opportunities and afterwards an apprenticeship in Steilshoop. One particular goal was to support unemployment girls and young women. This agenda is still the philosophy of Alraune.

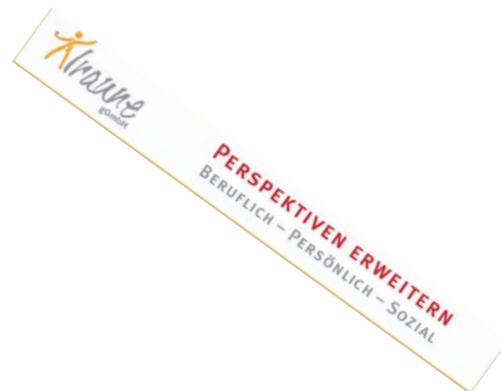
Alraune now has twenty business premises in different districts Wandsbek, Nord and Mitte but the focus is still Steilshoop.

Alraune offers different apprenticeships in the field:

- Gastronomy
- Trades
- Care

In Steilshoop Alraune has seven business premises:

- Das Café in Steilshoop
- Canteen (in the educational centre)
- Culture haunt “JETZT”
- Service centre
- The animal and plant house Bramfelder See
- Production school Stylz Prod.



Production school Stylz Prod.

For young people without any qualifications or who do not want to go to school anymore the production school offers an alternative didactic-field to get access to an apprenticeship by studying practical skills.

GOLDEN STYLZE, a venue for skating and events, is the main project of the production school. The service and organisation of the hall will be organised by the apprentices.

For example:

- Production and assembly of skater ramps
- Organisation and hire of skateboards, inliners, BMX-bikes and skater equipment
- Service GOLDEN STYLZ Café
- Stagecraft assistant for sports and music events
- Catering

¹ SAGA: communal housing association



The Partners

Get move

Get move is a public charity established in 2010. This association has its roots in the Space for Teens project. The intention of this project is to get young people involved in the development of the Steilshoop district.



Hitherto many of them have been prevented from taking part in the normal life of their community either by a lack of money or a general feeling of inferiority.

So Get move had to create something that is totally individual and, as the majority of these young residents are interested in sport, creating a new sports facility was a logical choice.

At the moment the club has 10 members.

Get move is a member of the Steilshoop neighbourhood board.





Development of the project

The development of the project Get move is rooted in the project Space for Teens (September to January 2010).

Space for teens was part of the ExWosT program IfaS (innovation for families and age-based districts). The improvement of the city as a living and working place for families is an important aim for the urban development politics in Germany. The focus of this project was the usability of urban areas for teenagers. The results of the field research IfaS show that teenagers in particular find fewer facilities suitable for them. The number of teenagers living in Steilshoop is above average. However their interests are underrepresented. Youth facilities are limited. Also a lot of the teenagers grow up under difficult family and economic conditions. Most of the teenagers spend their free time outside where there are only a few facilities for them.

The partner of the project was the Johann Daniel Lawaetz-Foundation in cooperation with Hamburg Forum Spielräume für urbane Bewegungskultur e.V. and Haus der Jugend Steilshoop.

The first step was to discover where teenagers spend their free time. Possible improvements of the meeting places were then discussed with the teenagers. Three events took place in Steilshoop. The first event, an evaluation of the situation, took place in a special room in the central area of Steilshoop.



The second event took place in the community office on the 4th of December. The aim was research and interviews with teenagers in Steilshoop. The focus of this meeting was the idea of a new and modern basketball court in Steilshoop.

At the third meeting (11th of December) further discussions about the public spaces in Steilshoop took place with two groups (Basketball and girl group).



The conclusions of the three meetings were: the basketball court project shows the most progress with the “basketball player” partners. The project idea of “Get move” was born.



Pilot model Steilshoop

or an innovative form of place making and place keeping between partners

The idea of the park

This park provides the following areas:

- Basketball Court
A high standard court, open for everyone. This basketball court is unique in Germany
- GOLDEN STYLZ
A venue for skating and events e.g. music and sports events
- Chill area
Interesting spaces for recreational purposes open to everyone. It is an area where people can relax or watch people skating or playing basketball. Parents can watch their children doing sports. It's a place where social contacts are guaranteed, no matter if you are young or old.
- Go Pro area
In this area Get move provide up to ten outdoor training elements that will give everyone the opportunity to test their own fitness. This place can be used by everybody, irrespective of age.



The model idea

The planning of the new basketball facility was based strictly on the ideas of the Get move members. The possibility of creating something unique in Hamburg / Steilshoop was a decisive factor for the members to put all their efforts into this project.

Soon after the planning started, the link between the basketball court and Golden Stylz was found. The idea was born to build a leisure park with different facilities as a partnership between Get move and 8
alraune gGmbH

Pilot model Steilshoop



In precise terms Get move has to meet the following challenges:

- How the youth can benefit from having such a unique leisure park
- How to use the facility in the most effective way, not only for sports orientated youth.

To achieve the following goals:

- That the young people take care of this new facility and protect it against vandalism.
- That they use the Leisure Park to change their habits in a positive way

In order to meet these challenges, Get move decided:

- To install the platform www.getmove.de as an information tool
- That the “leisure park” should have (besides the basketball court), a chill area and a go pro area to have a wider range of opportunities to attract as many people as possible.
- To use resources still in existence too.

The benefit of linking the platform with these different areas of the Leisure Park is what Get move calls medial youth work.

Partnership

What is Get move’s share in this partnership?

- Maintenance by every member following a strict timetable.
The complex will be cleaned at least three times a week, always after practice.
Our aim is to make them feel responsible for their own property.
The new sport facility is not a third-party entity or a public run sports club but their very own facility.
They have to take care of it; no one else will do it.
- Preventive protection of violence by medial youth work
Installation of the website www.getmove.de.
Presenting renowned sportsmen and women as role models
A single platform for all regional sports activities
Supply of sport-related information, especially about medical treatment, abuse of drugs and alcohol, healthy food etc.



Pilot model Steilshoop

What is Alraune's share in this partnership?:

Alraune is the lessee of the entire ground so that Get move has its share free of charge.

When Alraune starts constructing the skater hall they too will flatten the terrain of the basketball ground at no cost for Get Move, and share the switchbox with them. They too will install the Basketball baskets by the apprentices of their "Produktionsschule". Common task will be the cleaning and caretaking of the playground after the practises. Alraune too has apprentices who will take over the entire green keeping with their own crafts. For Alraune is an ongoing training enterprise the fulfilment of these duties is guaranteed for the years to come.



Medial youth work

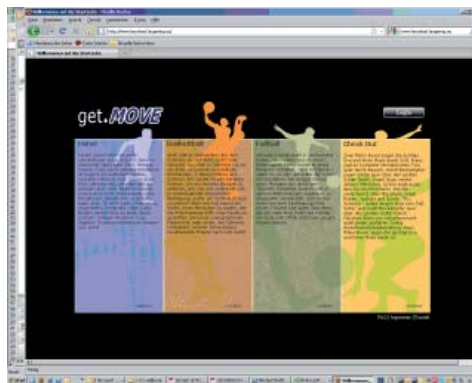
What is Medial youth work?

The enormous potential of the Internet has not been exploited as a means to reach young people. Used to being members of Facebook and other interactive web sites our future members will have no problems getting in contact with Get move and vice versa.

If Get move adopt the marketing techniques used to convince young people to buy a product Get move can exploit practiced paths to reach them and use the Internet as a tool of a permanent contact.

Using the website www.getmove.de as a strictly locally based tool of communication Get move can provide opportunities which are district- orientated. These are available only for the residents of Steilshoop thus creating an in-group feeling.

If Get move adopt successfully proven marketing techniques they can reach young people and maintain their interest.



Creating Icons.

The aim is to search for people who act as a sort of icon for others. In the first step sportsmen or women, for example Patrick Wischiewski (basketball player), Adeshina Ogundipe (coach of a 2nd division women's basketball team), Otto Addo (former professional soccer player, now coach with HSV U17), (Kai Nawab, Get move) will take over this role.

In the long run Get move will extend these icons into many areas, like music, art and special knowledge.

Why do Get move need these Icons?

- They demonstrate to young people that a positive approach can lead to a better and successful life.
- They help to create individual prospects for every single person so they are not forced to follow mass trends but are able to develop their very own talents
- to create a growing community of self-confident young adults



Medial youth work

Creating a big community.

The development of a big community is important for the long term existence of Get move. Therefore Get move has to help the younger members to become the successors of the core members who founded Get move.

Get move has to convince every new member that it's advantageous to become a member of Get move for then they are members of a big group of different people who probably will give them new perspectives and better prospects. They will be proud to be part of a widespread network.



Public Relations.

To turn a small entity into a well known community, Get move has to use all means of promoting these opportunities, such as producing videos.

Interactivity.

The BAD (Besser als du (Better than you)) Contest is an important part of medial youth work. By using the idea of www.lbeatyou.com Get movemembers are able to create special contests. .

As an incentive Get move will donate some prizes to the winners.

In addition Get move offer help and connections for different situations, e.g. problems with school, family and relationships.

Events.

For members, Get move offers three different types of sport every month. In the course of time every member should be aware which type is best suited to them.

In the long run Get move want to help them to develop their individual skills.



Website - Parkside

From the Homepage to the Playground and v.v.

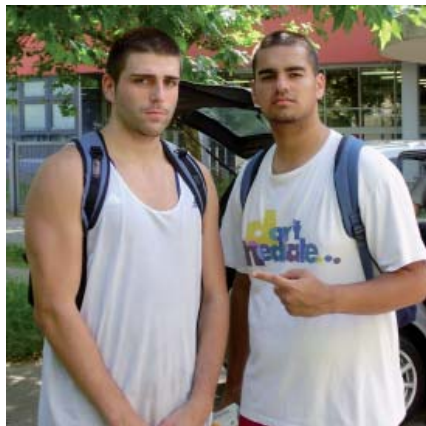
Unique and innovative is the interactive method to give inspiration as well as help to the members. The homepage offers the sports Get move or one of the participating clubs provide. If you choose Get move there is not only the sports facility at your disposal but a wide range of supporting pages on www.getmove.de ranging from general exercises in videos to individual programs developed/demonstrated by coaches.

Which sport?

Get move helps in sorting out which sport best suits individual persons by revealing the individual profile in conjunction with coaches who can be contacted via the homepage.

Amateur or Professional

If the person carries out their preferred sport as an amateur or eventually turns into a pro. They will be in contact with our so called role models, men and women who made it into the professional leagues.



Know How

For young people who want to be like the icons.

In addition to the training get move offer connections to third-party? People who are able to support our members with external knowledge (University of Hamburg).

These persons give information about special practise, medical treatment, healthy food etc.

Additionally Get move can provide information on the theme “abuse of drugs and alcohol” in this area. This is an important part, because some of the youth have problems with drugs and alcohol.



Website - Parkside

Special schedule

To have extensive use of the playground a tight schedule is necessary thus to avoid conflicts between the various groups.

Get move's idea for the separation of the groups is:

- **For Schools and Kindergarten:** In the Morning the playground is available for schools and kindergarten only according to their time tables. Get move can provide a basketball coach if necessary.
- **Girl time:** Twice a week our playground is exclusively for girls.
The girls then will have the opportunity to play without being hampered by the boys.
- **Kids time:** Especially for small children up to ten years. (*Reasons: See girl time*)
- **Open House:** Twice a week Get move open the entire Playground for players from all over Hamburg to show the open minded approach of the initiative and allow its members to compare themselves with others.
- **Events:** During the Holiday seasons Get move would like to offer additional events not only to entertain their members but to enlarge the number of supporters.

The events should be organized in a close partnership with GOLDEN STYLZ.

These Events could be either:

- Music and Arts Events
- Young Theatre
- Show your skills event
- or open movie nights



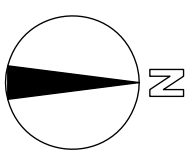
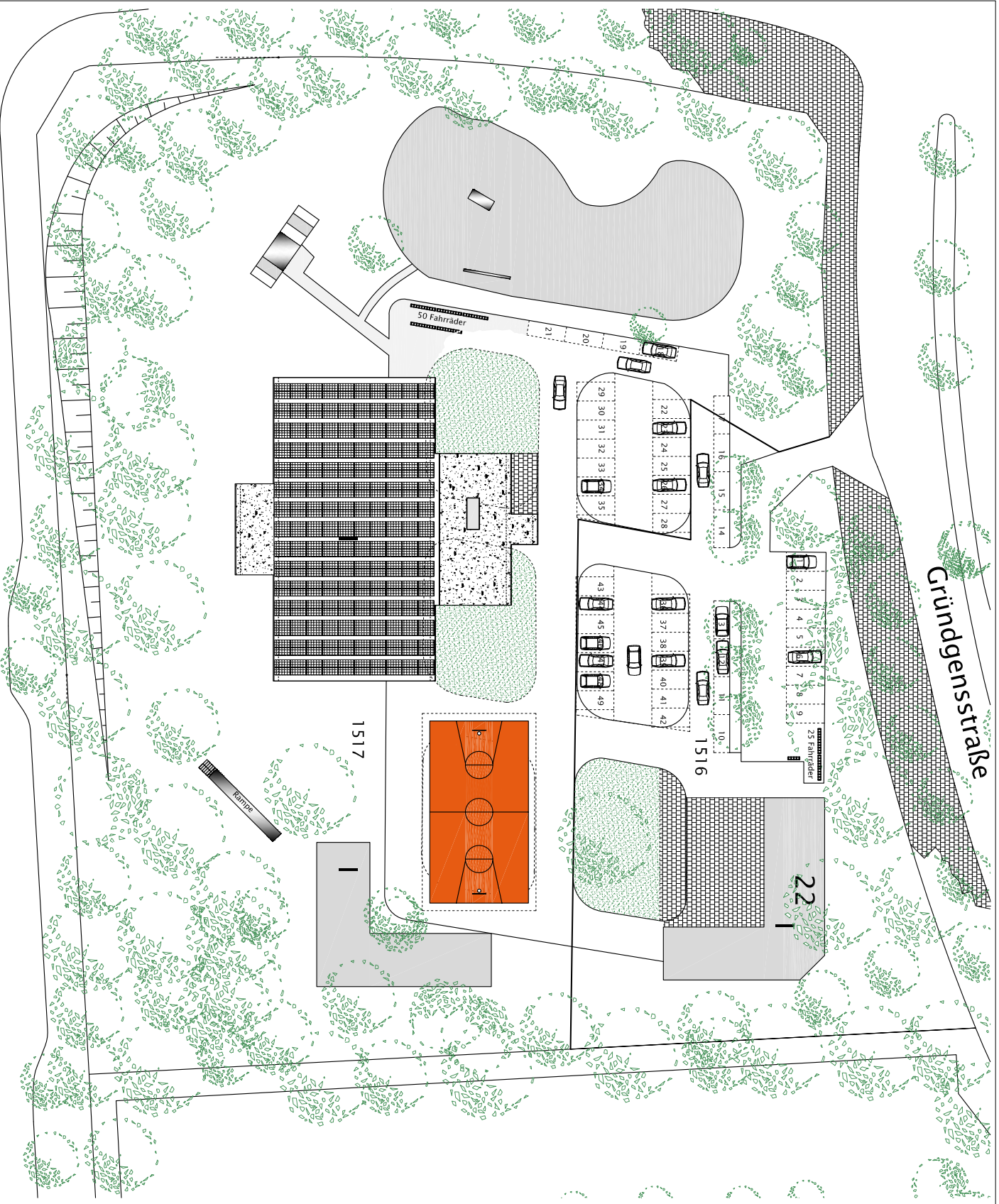
Prospects

The creation of the park with the different for tenants of Steilshoop (basketball court and “GOLDEN STYLZE”) will enhance the living conditions. Furthermore synergy effects will be spread in other districts. That means other inhabitants of Hamburg visiting the park to play basketball, for meetings, skating or for events.

For Steilshoop and the tenants plus the local economy this will be have different positive effects:

- The image of Steilshoop will be improved
- The young residents can show that they are the same as young people from other districts
- Steilshoop will be well know in Hamburg in a positive way
- Steilshoop will become a meeting place for young and old
- More visitors mean more buying power for the local economy (drinks, eating, clothes etc.)

The project model – place keeping through the “Club Get move” and Alraune gGmbH – could be implemented in other districts in Hamburg, Germany or Europe.



DATUM / UNTERSCHRIFT BAÜHER:

John

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