

SEEDS CONFERENCE 2015 REPORT

INNOVATION THROUGH TEMPORARY USE



SEEDS

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Acknowledgments

This report is based on work undertaken for the international collaborative research project Stimulating Enterprising Environments for Development and Sustainability (SEEDS) funded by the ERDF Interreg IVB North Sea Region programme.

The authors are grateful for the support of the Interreg IVB North Sea Region programme. South Yorkshire Forest Partnership and Sheffield City Council would like to thank all project partners, conference speakers, attendees and all those organisations and individuals working closely with project partners for their time and support. The views presented in this report are those of the authors and cannot be taken as indicative in any way of the position of the partners in the SEEDS project or of the ERDF.

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“I would like to take this opportunity to thank all those who were involved in the organisation, funding and participation of this conference, and for making it such a rich and edifying experience.”

‘Innovation through Temporary Use’, a conference held in Sheffield on 14 and 15 April 2015, offered delegates from across Europe and from further flung parts of the globe an exciting opportunity to discuss temporary use and re-use of abandoned land and buildings; its potential to kick-start local economies; the possibilities it offers for start-ups, creative collaborations and community regeneration; and the part it can play within longer-term planning strategies.

The conference hosted a broad range of key players drawn from the field of temporary use and re-use. With over 100 delegates the event provided a rich opportunity for practitioners, academics and community catalysers to share best practice, offer support and demonstrate the possibilities temporary use and re-use can offer. The event proved to be a lively one, with much discussion during the main event as well as during networking sessions and workshops.

The site visits introduced delegates to the areas around Sheffield where temporary use and re-use is playing an important part in the regeneration of its most problematic voids and spaces. Delegates were shown around Castle House, an iconic department store building; introduced to the highly successful Sheffield Showcase project; presented with the Union Street workspaces and Winter Gardens PopUp Shop; and given a tour of the Exchange Building, another landmark building now housing many of Sheffield’s artists and creators.

The conference hosted its own TED style talks, a fast paced series of presentations that introduced delegates to a range of concepts whose phoenix qualities had risen from the ashes of vacant spaces.

Speakers from as far away as New Zealand added their insight to the overall conference experience. Four parallel workshops revisited the proposed content of the SEEDS European Charter for Re-Use, culminating in its ratification by the conference delegates.

The event closed with the signing of the SEEDS European Charter for Re-Use, signed by over 20 key players in the temporary use arena, and supported by over 30 organisations and individuals who recognise the importance of re-use and the varied parts it can play in the regeneration and revitalisation of our towns, cities and of the communities that live there.

The SEEDS partnership is proud to present this report for the ‘Innovation Through Temporary Use’ conference, and we hope it will give you a useful and inspiring insight into the world of temporary use and re-use.

Sara Parratt-Halbert MSc GradCIEEM
SEEDS Project Manager
South Yorkshire Forest Partnership

PROJECT INTRODUCTION

2.1 SEEDS: Stimulating Enterprising Environments for Development and Sustainability

SEEDS responded to the serious negative effects that abandoned land and buildings has on local economies and growth, community wealth and wellbeing. The project aimed to promote the temporary use and re-use of vacant land and buildings as an essential part of long-term planning and development, and as a tool for stimulating regeneration and sustainability at local, national and European levels.

Nine project partners in six countries have worked towards a durable legacy of improved planning policies and transferable re-use strategies which have been tested on the ground through pilot projects across the partner nations.

The Final Report reflects the four key areas of SEEDS work overseen by the South Yorkshire Forest Partnership:

- Paradigms, led by the University of Sheffield;
- Policy, led by Regio Gronigen Assen;
- Practice, led by the University of Copenhagen with Vlaamse Landmaatschappij;
- Partnerships, led by the Lawaetz Foundation with Deltares.

A broader network of local sub-partners who are responsible for SEEDS pilots in towns and cities across the North Sea Region supported the work – testing out new ideas for temporary re-use, and highlighting how current legislation, policies and strategies are no longer fit for purpose.

The recommendations of SEEDS will be promoted across the North Sea Region (NSR) through its Re-use Charter, which was ratified at the SEEDS Conference. Alongside the SEEDS Final Report, a pan-European Spatial Planning Forum has been launched that will strive to propose, promote and lobby for new co-ordinated spatial planning policies and frameworks, and ensure short-term re-use becomes an important and accepted part of long-term planning, development and local economic growth.

To find out more about this project and to download the Final Report visit the SEEDS website: www.seeds-project.com



Photo © SEEDS Project, Linnestaden in use



The SEEDS Conference objectives were:

1. To unite temporary use practitioners and enablers worldwide.
2. To ask: what is important about the temporary use and re-use of sites and buildings, why are the benefits not fully recognised, and what is the future of temporary use?
3. To share inspirational case studies, innovative spatial planning instruments, and transferable principles and methods.
4. To examine four key challenges to temporary use: changing mind-sets, dealing with organisational frameworks, people and partnerships, and long-term transformation.
5. To share the SEEDS pilot projects local to Sheffield through a series of site visits.
6. To provide an arena for informal networking, collaboration, and knowledge sharing.
7. To launch and ratify the SEEDS Charter.

PROGRAMME

4.1 The breakdown of events and sessions from the SEEDS Conference 2015

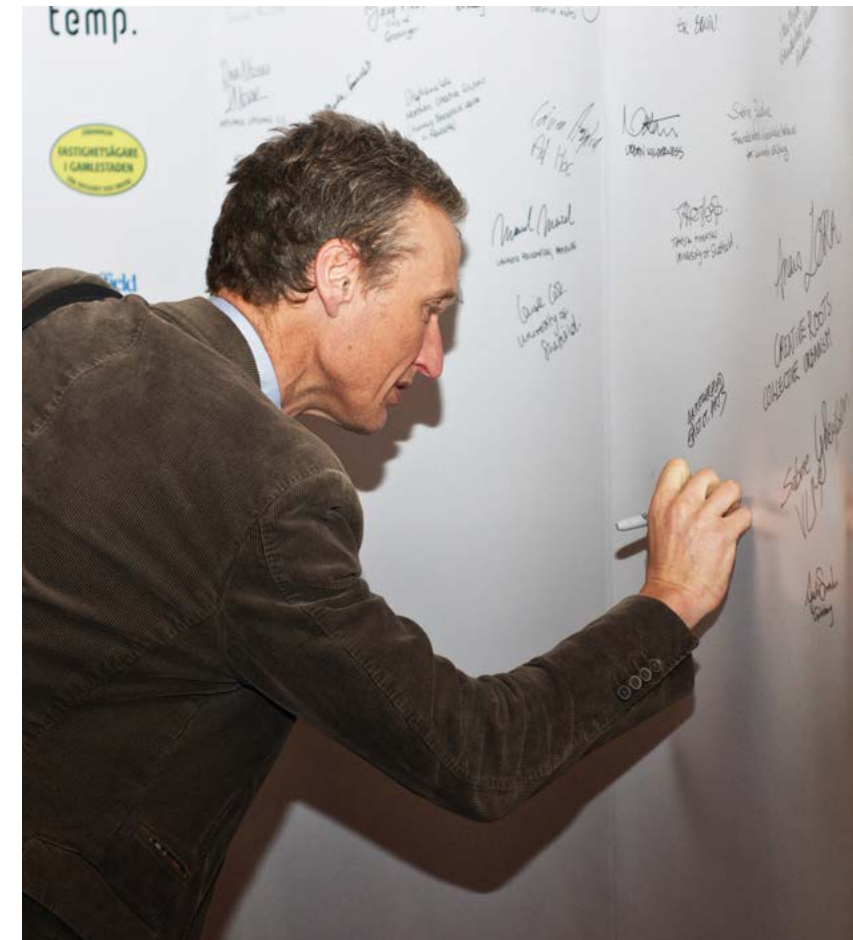


8:00 - 9:00	Registration with tea and coffee
Session 1: Introduction to SEEDS; the importance of temporary use	
9:00 - 9:15	Tom Wild, Director, South Yorkshire Forest Partnership Welcome address
9:15 - 9:45	Keynote: Ines-Ulrike Rudolph, tx-office for temporary architecture What is important about the temporary use and re-use of sites and buildings?
9:45 - 10:00	Questions from the audience
10:00 - 10:20	Sara Parratt-Halbert, SEEDS Project Manager, South Yorkshire Forest Partnership Overview of SEEDS activities and main findings
10:20 - 10:30	Bettina Lamm, University of Copenhagen The SEEDS Charter
10:30 - 11:00	Mid-morning break
Session 2: Overcoming challenges to temporary use	
11:00 - 11:05	Professor John Henneberry, University of Sheffield and Bettina Lamm, University of Copenhagen Introduction
11:05 - 11:35	Keynote: Ryan Reynolds, Gap Filler Why are the benefits of temporary use and re-use not fully recognised?
11:35 - 11:50	Questions from the audience
11:50 - 12:00	Presentation 1: Toby Hyam, Creative Space Management Temporary spaces and economic growth in UK cities. Experience. Thoughts. Ideas.
12:00 - 12:10	Presentation 2: Maarten Van Tuijl, temp.architecture.urbanism The flexible city: sustainable solutions for a Europe in transition
12:10 - 12:20	Presentation 3: Mimi Larsson, Byens Hegn Construction work and interim opportunities – activating the interface with urban life
12:20 - 12:30	Presentation 4: Tom Lecke-Lopatta, State of Bremen, ZwischenZeitZentrale 7 + 3 Hypothesis, Urban Regeneration and Temporary Use by 'Young Creative-People'
12:30 - 12:55	Chaired panel session: Questions from the room
12:55 - 13:00	Session 3 Introduction: Ulrich Schenk, Lawaetz Foundation and Gerda Roeleveld, Deltares Introduction to the parallel workshops in Session 3
13:00 - 14:00	Lunch

Session 3: Exploring the barriers to temporary use	
14:00 - 15:00	Parallel workshops:
	Workshop 1: Changing mindsets: altering perceptions of temporary use.
	Workshop 2: Dealing with organisational frameworks: evaluating and working with formal and informal policies.
	Workshop 3: Short-term innovation, long-term transformation: temporary projects supporting the transformation of place.
15:00 - 15:30	Workshop 4: People and partnerships: the importance of creating strong partnerships.
	Afternoon break
Session 4: The future of temporary use?	
15:30 - 15:35	Wian Stienstra, Regio Groningen Assen Introduction
15:35 - 16:05	Keynote: Emily Berwyn, Meanwhile Space What is the future of temporary use and re-use?
16:05 - 16:15	Questions from the audience
16:15 - 16:30	Ulrich Schenk, Lawaetz Foundation and Gerda Roeleveld, Deltares Key recommendations of the afternoon's four parallel workshops
16:30 - 16:45	Signing of the SEEDS Charter
16:45 - 17:00	Sara Parratt-Halbert, SEEDS Project Manager, South Yorkshire Forest Partnership Closing address
17:00	Conference Ends

CONFERENCE PHOTOS

4.2 The SEEDS Conference was a stimulating and hugely enjoyable event. Here are a few images from the day:



“The SEEDS Conference really forced me to reconsider the existing power structures in place in terms of how cities develop.”

Bryony Simcox,
Newcastle University





"Developers need to take lessons from SEEDS experiences which show how temporary use can actually benefit landowners and developers – often without the risks usually linked to real estate development. Decision makers need to give consideration to changes in legislation that will better support this notion as part of longer-term strategies. The Charter will help frontline organisations such as Intergreat, champion the value of temporary use with both local authorities and land agents."

Richard Motley,
Intergreat Plus,
SEEDS Charter signatory



SITE TOUR

5.1 A series of site visits around Sheffield's own temporary-use pilots



Union Street

Union Street is a four-storey office block in the centre of Sheffield that has stood empty for some years. A collaboration between Common People and CADS, Union Street has been transformed into Sheffield's first co-working space, playing host to a broad range of small businesses and concerns. It is somewhere to meet, work, and collaborate in the city centre for people involved in events, campaigns, and social enterprise. It's a good example of re-using old office space.

www.union-st.org

Sheffield Showcase

Delivered in partnership by training provider The Source and Sheffield City Council, Sheffield Showcase brings together creative talent, retailers and apprentices to animate the Sevenstone development site. The project creates outdoor galleries using empty shops in the city centre. It helps to maintain and boost footfall, creating a better environment for customers visiting businesses still operating in the area, as well as providing opportunities for future Sheffield retail talent who will drive the success of the New Retail Quarter in years to come. Students curate each window space alongside Sheffield artists, designers and retailers. Combining new talent with existing retail expertise, it has already provided a benchmark that other towns and cities have followed. The project also runs 'First In Best Dressed', a second hand shop where students learn their retail skills on the job. Profits go to local charities.

www.thesourceacademy.co.uk/business/95/sheffield-showcase



Pop Up Shop, Winter Gardens

The Winter Garden Pop up shop is a collaboration between Common People and Sheffield City Council. With furniture designed and made by Chopshop, and available to rent in two week slots, the pop up is an easy way for new businesses to test the market with relatively little risk. The space hosted over 45 businesses in 2014, two of which have gone on to open their own shops.

www.common-people.org.uk/winter-gardens



Castle House

The once-thriving Co-operative department store Castle House, is to become a temporary home for young entrepreneurs following the model developed by Re:New Newcastle (Australia). SEEDS first met its director Marcus Westbury and introduced him to Sheffield City Council. This Grade Two listed building will be the mainstay of Sheffield's planned Re:New Sheffield following Marcus' model, taking in the area around the old market and courthouse.



Exchange Place Studios

Yorkshire Artspace is one of the largest and most established studio providers in the UK, currently offering affordable workspace to over 140 artists and craftspeople in 4 buildings in Sheffield. Exchange Place Studios is the organisation's latest acquisition in the city centre. Exchange Place is a stunning 6 floor Art Deco building, used first as a wholesale warehouse for WH Smith, and then as South Yorkshire Passenger Transport Executive's head offices – it now houses 62 artist studios over six floors.

artspace.org.uk/studios/exchange-place-studios

KEYNOTE SPEAKERS

6.1 Ines-Ulrike Rudolph



Ines-Ulrike Rudolph
Co-founder and CEO,
tx-office, temporary architecture

Ines-Ulrike Rudolph is the co-founder and CEO of tx-office for temporary architecture, Berlin. She is also the Project Manager for the Reality Lab “Space Sharing” at the Stuttgart State Academy of Art and Design. Previously Ines-Ulrike was the Project Manager for planning and development at the ground-breaking Tempelhof Projekt GmbH (2010 – 2013). In this context, her main expertise was the implementation of temporary uses and the integration of urban pioneers within the long-term development process of converting the former Tempelhof airport into a new urban quarter.

What is important about the temporary use and re-use of sites and buildings?

In her keynote Ines-Ulrike Rudolph shared what she has learned through her work with temporary use and re-use in Berlin. After the fall of the Berlin Wall in 1989, the city was characterised by unclear ownership, access to undeveloped and unused areas, and a dynamism that was difficult to control. This condition put pressure on conventional planning instruments in a positive way – and spurred the growth of shared urban development and a culture of participation. Through tx-office, Ines-Ulrike aims to manage and enable such projects, as well as communicate the results and benefits of them to a wider audience. In this respect, she considers her office to be an architecture practice without architects – combining strategic concepts, participatory planning and developments, research and teaching into a form of practice she calls ‘programmatic urbanism’.

She described the process of temporary uses occupying the former Tempelhof airport – a large site in central Berlin that has been disused since 2008. The site, owned by the government, features over 300 hectares of airfield which was opened to the public in 2010 while a planning process was on-going. Since then, the government has initiated and fostered temporary use through the population of three ‘pioneer fields’ on the site.

A rolling competition allows ‘pioneer projects’ to take up space for a defined period of time. As a part of enabling this work, Ines-Ulrike cited the importance of examining the surrounding neighbourhoods and making links between proposed pioneer projects and existing communities and businesses wherever possible. Projects were also strategically sited next to each other to foster experimental relationships between enterprises. Three key types of pioneer project were

enabled: prototypes, infrastructure, and incubators, with modular design allowing the infrastructure elements to change and grow according to needs. A key element of infrastructure was developed with engineers Buro Happold – fitting a shipping container with photovoltaics and wind generators, with one container serving 5-8 pioneer projects.

Throughout her keynote, Ines-Ulrike described a notion of shared urban development and a culture of participation that permeates her work with temporary uses.

“A key challenge is ensuring that the benefits of temporary use are accrued to users and communities, rather than to developers in the longer-term.”





Ryan Reynolds
Co-founder and Chair,
Gap Filler

Ryan Reynolds' uncommon journey from electrical engineering to performance studies sparked the development of a radical body of work that incorporates political theatre, action and intermedial design. A literally ground breaking event in 2010 – the massive earthquake in Christchurch – prompted Reynolds' next metamorphosis into a guru of creative-led urban development, where the fields of performance studies, urban design, and architecture intersect. Reynolds co-founded, and now chairs, Gap Filler, a creative urban regeneration initiative.

Why are the benefits of temporary use and re-use not fully recognised?

Ryan Reynolds explored a number of exciting and inspirational projects from Christchurch, and explained a five-part answer to the question posed. The 2010 earthquake that hit Christchurch devastated many buildings, particularly community spaces such as restaurants and places for social gatherings. As a response Reynolds and other community members created a new public space in a derelict lot – a managed space where creative projects and events were enabled. The simple project became an important part of the community's contribution to what the city could become in the wake of the disaster, sitting alongside the official recovery plan. This case study led to Reynolds' first answer: "most people are too busy, or stuck in routines; disaster was a catalyst in Christchurch" – it was not the striving for recovery but the breaking of routines that caused people to think about the city differently.

At a second Christchurch project Gap Filler engaged a local community around a former hotel site. Letting the community take the lead, a pétanque club was born – with Gap Filler checking on the site every few weeks to find new elements such as a herb garden and a playground being added in a free-form way. A key learning point was that often it is enough to put something out there and let people take it on – leading to Reynolds' second answer to why the benefits of these projects are not fully recognised: "because of a fear that it's amateur, or even anti-professional". Often it is the process that is most important in changing mindsets, the way places are used, and community ownership and behaviour.

His third answer built on this: "it's possible to do temporary use projects without permission" – and in some cases, perceptions of illegitimacy contribute to negative perceptions of temporary use more broadly. This is a propositional mode of development, where small communities decide what to do – challenging power

structures to produce services and spaces that answer to real needs. In the long run, such embedded projects strengthen an area socially and economically. Answer four follows from this: "temporary use might be a (deliberate) threat" – a threat to sanctioned development plans or visions of an area imposed on a community. However, the development of a critical voice, Reynolds explained, is key to connecting people to their community and place – positivity emerges from threat.

Reynolds finished his talk with his final answer: "'temporary' isn't actually the point. Temporary projects involve lower risk, the possibility for experimentation and for getting it wrong – all elements that are not part of permanent development." Reynolds urged the audience to contemplate advocating temporariness when these processes and values should (and could) be encouraged in all types of projects.

"Temporary isn't actually the point. Temporary projects involve lower risk, the possibility for experimentation and for getting it wrong – all elements that are not part of permanent development."



KEYNOTE SPEAKERS

6.3 Emily Berwyn



Emily Berwyn
Founder and Director,
Meanwhile Space CIC

Emily Berwyn is the founder and Director of the pioneering social enterprise and advisory organisation Meanwhile Space CIC, at the forefront of 'meanwhile uses' of redundant property in the UK, and Unlimited Meanwhile Ltd; the company that propagates meanwhile uses throughout the UK and Europe through technology and consultancy.

What is the future of temporary use and re-use?

Emily Berwyn's stimulating keynote focused on her broad and varied work through Meanwhile Space – which is concerned with recognising opportunities that vacant spaces present, for the full period a property is empty, whether short or longer-term. Emily has pioneered an approach that takes temporary use beyond the often commercial and brand focused concept of the 'pop-up shop', towards projects that put placemaking and community engagement at their core – and so have lasting benefits beyond the life of the project. The projects she is engaged with are also purposefully low cost, and Meanwhile Space reinvests all its profits. The success of Meanwhile Space highlights that there is a tangible 'meanwhile industry' in the UK, and that these types of projects are disrupting the property industry to turn empty space into opportunity.

At Queens Parade in London's Willesden Green, Meanwhile Space negotiated a rent-free lease with the landlord of eight vacant shop units along the high street. A competition was launched to find new businesses and ideas to fill the units, and 12 were

selected – ranging from designer children's wear and vintage clothing to art galleries. Emily explained that one of the most important elements of such a project is managing the expectations of the users, who need to be made aware from the start that the duration of the project is limited and the opportunity should be viewed as a spring-board for the business, not a permanent home.

At Cottrell House in Wembley, Meanwhile Space set up the 'Coming Soon Club' – a physical and digital hub for those seeking temporary space for their project or business idea. Through the website, ideas and pitches were gathered which could be matched to suitable spaces in the building. Those who took up spaces were also offered mentoring and support to maximise their chances of success. Since the lease on the building has ended, Meanwhile Space has secured another space in Wembley, and is using the same method to attract temporary users as part of a broader strategy to bring life back to empty spaces throughout the area.

Building on its success with online resources at Wembley, Meanwhile Space has teamed with an app developer to produce Cu-Cu – an app that matches landlords who have spaces to offer with those seeking them. Just like Airbnb matches spare bedrooms with people looking for somewhere to stay, the key element here is establishing links between people. Cu-Cu goes one step further with standardised lease agreements and other legal assistance to make it straightforward for both parties. It is technology such as this that suggests the future of temporary use – as a thriving industry enabled by technology.





Toby Hyam is the joint founder and Managing Director of Creative Space Management. The core business is developing clusters of businesses in sectors ranging from advanced manufacturing, to science, engineering and creative industries. The company currently has over 50,000 square metres of space under management with around 5,000 people working in their buildings.

Temporary spaces and economic growth in UK cities. Experience. Thoughts. Ideas.

Toby outlined a definition of temporary (drawn from *The Temporary City* by Peter Bishop and Lesley Williams) as an 'intentional phase' – and explained Creative Space Management's role in bringing activities into public spaces to activate them as part of such a phase. He raised the question as to whether these types of projects are an alternative or mainstream activity – they are typically run by local independents, but often funded or enabled by larger developers who are trying to develop a sense of place. In cases such as the Bistroteque restaurant's temporary

space on top of the Westfield shopping centre in London, temporary use was exploited to bring authenticity to a mainstream offer.

Toby highlighted that it is not simply a question of mainstream or alternative, but about larger companies investing in smaller ones with shared benefits. At the Box Park pop-up mall in Shoreditch, a daily programme of events by local talent drives commercial footfall. In this way, high streets, malls, office blocks and the public realm are becoming intentionally more flexible, more subject to change, variation and the unexpected.



Maarten van Tuijl is co-founder of the Amsterdam based office temp.architecture.urbanism, an office for architecture, urbanism and design that is time based, user focused and oriented towards urban transformations. With Tom Bergevoet, he published the book *The Flexible City, Sustainable Solutions For Vacancy And Demographic Decline in 2013*, which highlights the need for new instruments to address the current challenges facing the Netherlands.

The flexible city, sustainable solutions for a Europe in transition.

In thinking about organisational frameworks, Maarten raised two key questions: what is already possible, and what should be made possible? He explained that time is the key factor in urban transformation – and that the speed at which a development can happen varies greatly, contributing to the indefinable nature of temporality within discussions of temporary use. In a series of examples, Maarten illustrated how an empty site can be occupied by a modest, fast, temporary

use, and how that occupation can be developed towards a larger scale, more permanent vision of the same programme. Approaching the development of a site with a strategy of expansion, rather than of transformation, can lead to simple, legally straightforward projects with few stakeholders and a great increase in value.

In the Netherlands, key policy changes have enabled urban transformation through temporary use to happen more easily. These changes include:

- Extending the temporary permit from five to ten years
- Making it easier to deviate from zoning law
- Removing stringent technical requirements.

As Maarten also explained, developing relationships with those in local government the key to making projects happen – particularly when those in power allow beneficial projects to succeed even when they fail to comply with regulations.





Mimi Larsson manages the temporary use of 6 km of construction site hoardings for Copenhagen Metro's Byens Hegn – Cool Construction project.

Construction work and interim opportunities – activating the interface with urban life.

Mimi discussed her work on the major expansion of the Copenhagen Metro, where 22 construction sites in central areas required large and unsightly hoardings. In order to raise money to improve these hoardings, sections were sold to commercial advertisers. This revenue enabled a number of creative solutions to be developed, each one tailored to the specific location of the hoarding. Outdoor galleries featured artworks by local artists or artwork related to the location. One hoarding featured a poem written by a local poet who gave performances on the site once a month for six months. Other hoardings were given light installations, or site-

specific stories about the history and archaeology of the site. One site was transformed into an 'urban forest' with real-scale photographs of trees forming the backdrop to an adjacent café. A highly successful hoarding featured artwork that was modifiable by passers-by.

These hoardings create a distinct vibrancy and urban life – people stop to talk about the hoardings, outdoor activities are encouraged, and local narratives and identities are nurtured. This has improved liveability, the tourist experience, local businesses, and the image of the metro. Mimi explained that being able to measure these benefits is key to persuading those in power to support them in the future.



Tom Lecke-Lopatta is the Senior Landscape Architect and Planner for the State of Bremen's Department of Spatial Development, Urban and Land-use Planning (Senate for Environment, Civil Engineering and Transport). He is also co-founder of 'ZwischenZeitZentrale', a partner of the European URBACT-project "TUTUR – Temporary use as a tool for urban regeneration".

7 + 3 Hypothesis about Urban Regeneration and Temporary Use by Young Creative People.

Tom outlined six hypotheses relating to challenges in temporary use in the German context. These included the observation that temporary use is gaining in importance. Previously it was used primarily by socially marginalised groups, artists, and start-ups, but today the spectrum of users is far broader and more socially mixed. Furthermore, the spaces available to temporary users are becoming

increasingly scarce in central areas, but more prolific in peripheral areas – and as a response, local authorities favour start-ups located in outer-city locations. Tom also explained that the structural economic effects of temporary use projects are increasingly important, particularly for business development in the creative industries. Despite these benefits, temporary use as a tool for social development has limited effects – there is a continued lack of positive temporary use in deprived areas. And, though the legal framework for temporary use is adequate, administrations still need more effective tools for implementation – otherwise the opportunities will remain under-exploited.

Throughout his talk, Tom advocated temporary use as an effective bridge-building tool between the administration, temporary users, and landowners, and that successful projects also required co-operation between administrative departments.





One of the biggest challenges facing temporary land use projects is a lack of support from stakeholders. In their attempts to realise temporary use projects, those seeking to initiate such spaces can face resistance or a lack of support from a variety of stakeholders; be it land and property owners, investors, property management companies, community activists, or local government departments. In order to overcome such resistance the instigators of temporary use projects must actively work to change mindsets. How? What approaches have been successful and what are the ongoing issues?

Facilitator:

Professor John Henneberry, *University of Sheffield*

Speakers:

Dr Rachael Unsworth, *Future Directions*

Sue Ball, *Director, MAAP Sector*

Johanna Mawson, *Leeds City Council*

Discussion

- Most developers allow, and are enthusiastic about, temporary use projects on their properties.
- However, it may be more difficult to achieve engagement from investors and developers with no ties to the local community. Investor-developers can be more open to new ideas because their schemes are more dependent on the community's success and long-term development.
- To some developers the positive press coverage associated with temporary use projects can be invaluable, although this is hard to quantify.
- It is often the local public sector that causes problems associated with bureaucracy and institutional inertia.
- Developers often worry about the negative aspects of ending a temporary use project. There is a danger that the community may become too attached to a scheme that was always designed to be short-term, creating anger, confusion and resentment once the project ends.
- It is very difficult to demonstrate quantifiable results (such as economic benefits) to justify some schemes.

Recommendations

- Wider advocacy of best practice and case study examples are needed to raise awareness of successes.
- It is vital to design a positive and viable exit strategy for all parties, to ease the fears of reluctant landowners and to prevent a backlash once a project ends.
- Transparency and clarity is needed throughout all stages of a project.



During SEEDS' lifetime a great deal of formal and informal policies from all the North Sea Region countries were studied and analysed. It became clear that in today's world, traditional models for funding, planning, and involvement are not always the most appropriate approach. In order to understand how to employ temporary use strategies successfully two key questions need answering: what is already possible within existing restrictions, and what should be made possible in order to better stimulate temporary use and step-by-step development? Four types of instrument are integral to answering these questions: legal, financial, procedural, and spatial.

Facilitator:

Hero Havenga de Poel, *Regio Groningen-Assen*

Speaker:

Tom Bergevoet, *Co-founder temp.architecture.*

Discussion:

- Participants from five different countries concluded that there are a lot of positive initiatives and good practices to be found in each country – despite key differences in the way that the four instruments are organised.
- In the UK for example, a permit is not required for activities shorter than 28 days. For organising festivals this is ideal, but for step-by-step development strategies that begin with temporary structures, this rule is hard to apply. However it is possible to apply for a permit for specific situations.
- In Sweden there is no legal framework for temporary building projects, but it is possible to arrange permits on a case-by-case basis.
- In the Netherlands, temporary permits are given for buildings for up to 10 years.
- The extent to which temporary projects are controlled varies between countries. In Belgium for example, it is dependent on the type of project, whereas in Sweden projects are given relative freedom.

- Different models also work better for different types of project – for example, Groningen's Sugar Factory, where a commercial party became the care-taker for a period of 15 years. This was important because a commercial party can take more risks and handle enterprising initiatives in a way that the local authority cannot.
- There is an expectation that temporary use will fully develop as a professional planning tool within the near future, and that professionalisation will not result in institutionalisation.

Recommendations:

- Temporary use and step-by-step development are planning instruments that can be applied alongside more formalised end-planning models.
- Temporary use and step-by-step development are not a one-size-fits-all solution, but should be exploited for their flexible and adaptable nature.





Temporary projects are increasingly integrated into strategic visions for larger urban transformations, suggesting emerging shifts in planning paradigms towards more flexible procedures. Yet the link between temporary and more permanent planning is as yet undiscovered. Temporary projects often come to life as exceptions outside standard urban renewal procedures, or exist as gimmicks with no substantial long-term impact. They often entail working beyond the conventional lines of project progression, across sectors, through administrative and permitting systems, and involve networking, lobbying, and funding through a maze of political structures. How can this gap between short-term innovation and long-term transformation be bridged?

Facilitator:

Bettina Lamm, Associate Professor, University of Copenhagen

Speakers:

Jesper Koefoed-Melson, Director, Giv Rum

Anaïs Lora, Landscape Architect, Creative Director and Founder, Creative Roots

Anne Wagner, Architect, PhD fellow University of Copenhagen

Mimi Larsson, Project Manager Byens Hegn – Cool Construction, Copenhagen Metro

Ryan Reynolds, Co-founder Gap Filler

Discussion:

- It can be challenging to define one clear strategy of good practice to ensure long-term success, as projects always vary in aim and type.
- Though short-term innovations might not always be transformed into physical long-term changes, they can create lasting social benefits in the form of new communities, relationships and cultural events.
- Short-term activities can also change people's long-term desire for developments and spaces.
- The economic benefit for developers should be made visible by highlighting the positive financial outcomes of using temporary activities in developments. Examples of this can be found that relate to failed developments and abandoned master plans that subsequently become successful when temporary uses are implemented.

- Adaptive and iterative place making procedures are more resilient and better equipped to withstand changing situations. Temporary activities can be drivers in themselves – bringing added energy to an area.
- Temporary uses could inspire the future development through introducing new uses, identifying site qualities, and creating new behaviors in a place.
- A big challenge still remaining is to achieve a wider recognition of emerging and changing planning paradigms.

Recommendations:

- Use physical interventions and the facilitation of new uses in temporary projects to change the status of a site. They can support the transformation of places bringing in new conditions and possibilities.
- Stakeholders should be included in projects as early as possible to ensure their long-term success of the project.
- Deal with questions on a daily basis. A co-creative and collaborative process with the client is imperative for a successful project.
- Demand that a holistic view be taken of policies, regulations, values, use and design.
- A short-term action can require long-term management.

Temporary use and re-use needs a set of supporters – people and organisations, stakeholders and decision-makers – to find innovative and acceptable solutions for spaces that have fallen empty. New governance models have to be developed in some cases in order to involve additional groups of actors and create flexible arrangements. What are the various roles of different actors involved in temporary use? How do they interact? How can these relations be developed to improve or enable temporary use projects?

Facilitator:

Anne Loes Nillesen, TU Delft and co-founder, D.efac.to Urbanism.

Speakers:

Irina Noack, Friends of the Knecht'sche Halls

Ulrich Schenck, Lawaetz-Foundation

Discussion:

- Knecht'sche Halle in Elmshorn, Germany, is a good example of a temporary use fostered by a ground of 'friends' or volunteers who demonstrate open-minded and active citizenship.
- Four key groups of actors shape temporary use: NGOs, city administrations, agents such as meanwhile organisations and mediators, and property/land owners.
- Actors can share a common goal – the desire to reactivate an empty space or building – but have different interests.
- Mediators and meanwhile organisations are like spiders in a web – they have an organising role and can be engaged by the city or by landowners, but they can also be approached by initiators/residents of a neighbourhood. They are often the transmitter between the creative class and the landlord.

- Owners often have concrete objectives – the desire to develop their land and make some kind of profit out of it, but typically don't have a clear vision of the future.
- The role of the city administration is to stabilise neighbourhoods, integrate social groups, encourage economic development, and create new public life – and they can support temporary use passively.
- Temporary users are the pioneers, but are often victims of their own success. In many cases they generate the economic recovery of an area and increase local rental values. This may make their own activities unviable, unless they can mobilise public pressure to find a political solution.
- Residents are increasingly becoming actors in urban development – community groups can become strong political movements. In these cases, communication and leadership are essential.

Recommendations:

- Establishing links to the community surrounding a project is essential – people who are connected are more accepting.
- Commercial principles should be integrated into temporary use projects from the concept development stage.
- In some cases temporary use can be seen as a preparation phase – not only for the in-between but for the long-term. This should be built into the project's concept from the start.

SEEDS CHARTER



















9.1 Supporting temporary use of vacant land and buildings



We believe that temporary use and re-use of abandoned land and buildings can help create dynamic and resilient places in and around our towns and cities. Through this Charter we will promote such uses as an integrated part of both short and long-term planning to help bring landscapes and urban areas back to life.

- 1 **Reactivate**
Stalled spaces increase decline, so vacant land and buildings should not lie passive, but be reactivated by temporary uses wherever possible.
- 2 **Enhance**
Buildings are best maintained through use. Temporary use can bring places that have lost their former purpose back to life, protecting, rejuvenating and enhancing valuable social and cultural heritage.
- 3 **Experiment**
Temporary intervention is an effective and engaging way to improve a place instantly responding to immediate needs, foster design experiments and explore new creative public experiences.
- 4 **Create**
Temporary projects can act as transformative agents of stalled areas and create local ownership through involving people, institutions and businesses in common acts of place making.
- 5 **Learn**
Temporary activities can harness local resources and foster new skills and capabilities.
- 6 **Ripen**
Reconciling interim approaches with formal planning procedures, allowing a slow ripening of places through site specific initiatives should be an integral part of developing resilient environments.
- 7 **Value**
Value should be defined not only in terms of finance, but also include cultural, aesthetic, entrepreneurial, environmental and social activities that can act as a significant catalyst for community development.
- 8 **Support**
Decision makers must be encouraged to adopt a mindset that actively supports temporary use and bottom-up initiatives that can create better and more interesting urban and rural environments.
- 9 **Enable**
Policies and procedures should be streamlined, accessible and responsive, enabling temporary use, discouraging vacancy, and minimising bureaucracy and cost.
- 10 **Recognise**
Short-term use should be recognised as valuable and inherent part of long-term planning. It should not be excluded or dismissed; it is an enhancement, not a threat.

Below is a list of delegates who signed the Charter:

Frank Aikema	Assen	
Steve Rimmer	CADS	
Anaïs Lora	Creative Roots	
Anne Loes Nilsen	De.fact.o	
Ryan Reynolds	Gap Filler	
Jesper Koefoed-Melson	Givrum.nu	
Jan Martijn Eekhof	Groningen	
Richard Motley	Integreat Plus	
Euan Hall	Land Trust	
Hero Havenga de Poel	Regio Groningen Assen	
Simon Ogden	Sheffield City Council	
Tom Wild	South Yorkshire Forest Partnership	
Tom Lecke-Lopatta	ZwischenZeitZentrale	
Maarten van Tuijl	Temp Architecture	
Bettina Lamm	University of Copenhagen	
Prof Vanessa Toulmin	University of Sheffield	
Julian Dobson	Urban Pollinators	
Frank Stubbe	VLM	

The work of SEEDS will not stop at its final conference. Vacant and derelict sites are still a very real threat to territorial cohesion, economic competitiveness, local communities, the local economy and national and international parity. Policy responses are still piecemeal, but at local level – and in some cases at regional and national level – this is beginning to improve as decision makers see the potential. SEEDS has only scratched the surface.

There were incredibly brave and intuitive organisations tackling this issue prior to SEEDS, and there continues to be an even greater number of individuals, organisations and authorities that have ‘seen the light’. Working towards temporary use and re-use as an accepted part of longer-term planning we know will continue and we hope our European Charter for Re-use will be a catalyst for change.

On passing this weighty baton to organisations far better suited to this on-going challenge than us, South Yorkshire Forest Partnership and its partners are now turning to face a new campaign and lead a new project: TRANSFER (Transnational Sustainable Financing of Ecosystems Regeneration). Not being the type to shy away from the next toothsome debate, TRANSFER will investigate ways in which our towns, cities, regions and rural communities can tackle the difficulties arising from climate change, particularly with regard to adaptation and mitigation, and environmental regeneration. We know there are solutions to these issues.

But it isn’t as simple as that, when those answers require some kind of financing, usually monetary. So can we design projects that will pay for themselves rather than rely on coffers already stretched to the limit by the recent economic downturn, austerity measures and other concerns battling for the same dwindling pile of financial resource? Should we be relying on engineering, or should we design economic tools that nudge businesses and communities towards better habits? Should the ability to cope or adapt be open only to those countries and

communities with the most resources, or should we devise new sustainable models accessible to all? These are some of the questions we want to answer, and as it’s economics with the loudest voice in these straitened times, we will find a way to ‘shout in exel’ and bring our environment back into the crosshairs of our decision makers.



Funded by:



Our Partners:





SEEDS

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