



October 2013 – March 2014

SEEDS

NEWSLETTER VOLUME 3



Photo © Stinking Weasel

SEEDS stands for **Stimulating Enterprising Environments for Development and Sustainability**. It is funded by the ERDF Interreg IVB North Sea Region programme.

Welcome to our third newsletter.

Our partners have been very busy over the past 6 months. Some pilots have now been completed and are busy compiling lessons they have learnt from their practical involvement in re-use. There have been many high profile events including an exciting visit to Sheffield by Renew Newcastle Australia's Marcus Westbury. Our list of collaborators is growing all the time and the website is gaining more visits and content by the month. The 14th and 15th April 2015 seems a long way off but please save this date in your diaries for the SEEDS international Final Conference in Sheffield UK. Finally, we're really keen to keep the SEEDS Legacy alive and we are already working on several means of doing so.

The most exciting of these is the Strategic Forum that we hope will help us to draw together a Charter for Re-Use which organisations can sign up to. We're looking for people across Europe who are interested in becoming involved – you can read more about this and what it entails on page **two**. But you don't have to wait for the launch of the Forum, we still have our online **community** where you can share ideas and discuss hot topics.

**Interested in finding out more?
Then turn the page for more news and views.**

SEEDS LEGACY

We are acutely aware that funded projects like ours often disappear once the funding stops. We are determined that fate will not befall SEEDS. It is very important that SEEDS' achievements do not die with its funding stream. To this end, project partners are now working on a raft of instruments that will ensure SEEDS' Legacy lives on. This includes our Charter for Re-Use; a Strategic Re-use Forum; the SEEDS international Final Conference; the Final Report which will give a detailed account of our research and development; and the Conference Report which will provide a comprehensive record of debates, discussions, and their results.

Here's an introduction to two of those measures:

The Forum and the Charter for Re-Use.

Be a part of the Forum, help SEEDS design the Charter.

We are confident that one way of continuing the good work that has been done and continues to be done through the SEEDS project as well as elsewhere, is through the creation of a new Strategic Re-Use Forum and the development of an innovative Charter for Re-Use.

Before we can begin to develop the Charter, we need a broad range of organisations and individuals across Europe already working in the field of re-use and regeneration who are prepared to work together as a Strategic Forum. With the recommendations from our own practice and research over the past four years, and the experiences of those who help us, we will develop together a fit-for-purpose covenant – a Charter for Re-Use. The Charter will be produced as an independent document as well as being included in the project's Final Report due out later next year.

The first step in this process is to encourage stakeholders from across Europe to join the Forum to first develop and then sign up to this covenant. SEEDS partners Deltares and Lawaetz Foundation are collaborating on co-ordinating the Forum, which will comprise those organisations willing to help formulate the Charter. To indicate their ongoing support they will be invited to adopt and sign up to the Charter they have helped develop, at SEEDS' Final Conference on the 14th and 15th April 2015 in Sheffield UK.

The first draft of the Charter, based on our research and practitioner experience, will be available by the end of December, with a view to incorporating shareholders' views and expertise, creating a fully workable Charter by the end of February. So right now we would dearly love to hear from re-use and regeneration organisations and individuals who would like to get involved and help fulfil this ambition of ours. Please contact:

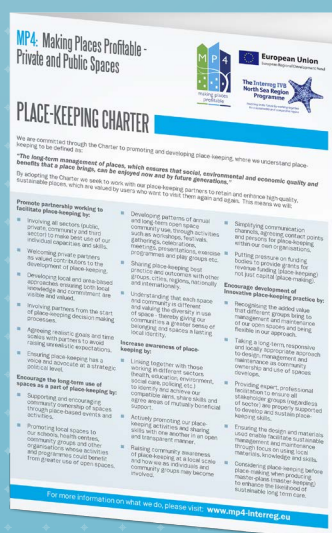
Suzanne van der Horst:

Suzanne.vanderhorst@deltares.nl or

Ulrich Schenck:

schenck@lawaetz.de to register your interest.

Do feel free to contact us if you need further information before you decide to commit.



Place-keeping Charter:
produced by SYFP's
earlier Interreg IVb NSR
project MP4

www.mp4-interreg.eu/about/place-keeping/

SEEDS 2014 CONFERENCE

INNOVATION THROUGH TEMPORARY USE

SAVE THE DATE

14TH & 15TH APRIL

It seems far off but the 14th and 15th April 2015 will soon be here so please make space in your diaries. We will be hosting international speakers who will explore the challenges and rewards of temporary use and re-use, and we will be offering our own version of the well-known and respected TED talks. We will be holding workshops on the hot topics of our field, and rounding off the event with the

signing of our Charter for Re-Use. It promises to be an engaging and exciting opportunity to network with practitioners; policy makers; academics; and other parties involved in re-use and regeneration. Don't forget to share the date with your colleagues and keep an eye out on our website for more details.



Online Forum

If you can't commit to our Strategic Forum, or can't attend our Final Conference, you can still contribute to the SEEDS project through our **virtual forum** where you can ask questions of the SEEDS partners, or hold discussions of your own. Got an interesting image of really cool re-use? Why not post it here on the **pinboard**. Keep up with the latest **news** or respond to our **blog**. Are you involved with a re-use project of your own? Why not tell the world about it **on our re-use page**; the more people we have on the website, the more interesting it will be!

EVENTS AND ACTIVITIES

Marcus Westbury, Renew Newcastle

In February, Marcus Westbury from **Renew Newcastle**, Australia, visited Sheffield for a week-long programme of interesting lectures, events and Q&As. Renew Newcastle finds short and medium-term uses for buildings in Newcastle's Central Business District that are currently vacant, disused, or awaiting redevelopment. An internationally renowned regeneration expert, Marcus now travels the world sharing how he brought empty shops back to life in his Australian hometown and how his strategy could be used to transform run-down city centres across the world. During his visit to Sheffield, Marcus gave a public lecture called 'Iterative cities: Renewal and Revitalisation from the Bottom Up'. If you would like to know more, you can access **the lecture here**. Marcus also met with key officers from Sheffield City Council to discuss adopting similar models in Sheffield, in particular for the old Co-op building and market. Finally, he held a question and answer session for the University of Sheffield's Town and Regional Planning Department. If you would like to **hear the discussion**, you can catch it **here**.



Before ▲ / ▼ After



▲ Before
Photo: www.reesdenton.com

▼ After
Photo: www.youllgetwhatyouregiven.blogspot.com



Sheffield Civic Trust

'Future City: Future Retail' talk from Simon Parris to Sheffield Civic Trust

Simon Parris from the Department of Town and Regional Planning, University of Sheffield, gave a presentation to the **Sheffield Civic Trust** on town centre retail called 'Future City: Future Retail'. Simon's presentation highlighted current trends in retail development and moved on to explore the rapid growth of temporary use in Sheffield and its impact on the city's retail offer. He then looked forward to a future scenario in which temporary use could be used strategically as one element of the city's urban regeneration tool kit. There were 30 attendees including a mixture of built environment/planning professionals, students, and interested members of the public. One of the issues covered in the panel discussion was 'Can "pop-up" and temporary use be part of a sustainable solution?' The SEEDS Project and Sheffield Showcase were given as examples of best practice.

Empty Shops Workshop, Hamburg

The workshop was organised in partnership with the Lawaetz Foundation, Bad Segeberg and REGIONET in January. Attendees included land agents, politicians and city council representatives. The main issue discussed was the link between the fluctuating economy and empty shops. Possible measures for tackling this included Business Improvement Districts (BIDs) and how to finance projects. SEEDS' German pilots were used as examples including **Cultural Warehouse**; **University of the Neighbourhood**; and **Empty Shops Hamburg**. Many ideas were generated, with interest from both businesses and landowners prepared to work together towards workable solutions. The day was so successful that not only was it covered in regional newspapers, but a follow-up workshop was planned for June 2014 – you can read about this in the next Newsletter.



Photo: Sarah Poulter

ShOPPS (Shaping Our Public/Private Space) Sheffield

The interdisciplinary research group **Shaping Our Public/Private Space (ShOPPS)** is based at the University of Sheffield, bringing together the departments of Architecture; Landscape; Law; and Town and Regional Planning. ShOPPS held a two-day event in Sheffield on 31st March and 1st April 2014, at which practitioners, policy makers and academics discussed the big questions raised by the complex issues raised by management of town and city centres. Called 'Integrating interests: future-proofing city centre retail economies', the seminar saw a diverse range of speakers making presentations on topics including 'City Centre retail scheme management: Investor and legal perspectives' from Chris Chambers of Real Estate Partner Nabarro and 'The development of city centre retail'; and 'Investor aspirations and constraints' from Miles Dunnet, Head of Asset Management, Grosvenor Liverpool One. Day one included a walking tour of The Moor and Markets (pictured). Delegates also captured the day's events as they unfolded using Twitter – you can [read the tweets here](#).



University of Copenhagen. International Temporary Use Legal Framework Seminar, Frederiksberg, DK/NL

In March the University of Copenhagen (UoC) facilitated a seminar on how temporary experimental processes can be made more operational as tools for urban development. SEEDS Partners University of Copenhagen; Regio Groningen Assen (RGA); the City of Groningen; and the City of Assen met with key representatives from the Municipality of Copenhagen and the city architect Tina Saaby. The event was held to discuss strategies for integrating temporary architecture in the planning process. City planners shared their experiences

of the challenges they have faced and their attempts to find solutions. One result of this event is that the Municipality of Copenhagen has started an internal dialogue on how to develop more consistent methods – a great result for SEEDS, illustrating how the shared experiences of one organisation can influence another. **Givrum.nu**, a highly active not-for-profit organisation co-hosted the seminar in an empty bank it has transformed into an urban creative hub.

Hedehusene gets new temporary urban installations

Each year landscape architect students from the **University of Copenhagen's** (UoC) Transformation, Temporality and Contemporary Art course visit a location outside the campus to explore temporary installations as a way to test design solutions. This year the students from UoC collaborated with local stakeholders from Hedehusene to bring to life the quiet city through four urban installations. The installations were a response to various local settings including the post-industrial landscape; the open landscape; the city's urban space; and an abandoned factory. Playing with the sense of place, each installation invites people to interact and become mentally and physically involved with their surroundings whilst reflecting on the strategic potential long-term impacts of short-term interventions.



‘Re-visioning Parks’, an event looking at place-keeping, was held in Sheffield’s Norfolk Heritage Park, organised by the University of Sheffield’s Place-Keeping group. A number of speakers came together to share new ways of developing and managing green and open spaces within a challenging funding environment. National and local issues were discussed including; budget cuts; lack of priority for green and open space and the green sector as a whole; and the need to work with economies of scale. Speakers on the day included; Simon Parris, SEEDS project and University of Sheffield; Roy Moseley, SEEDS project and Sheffield Wildlife Trust; and local

www.place-keeping.org



PROJECT GALLERY

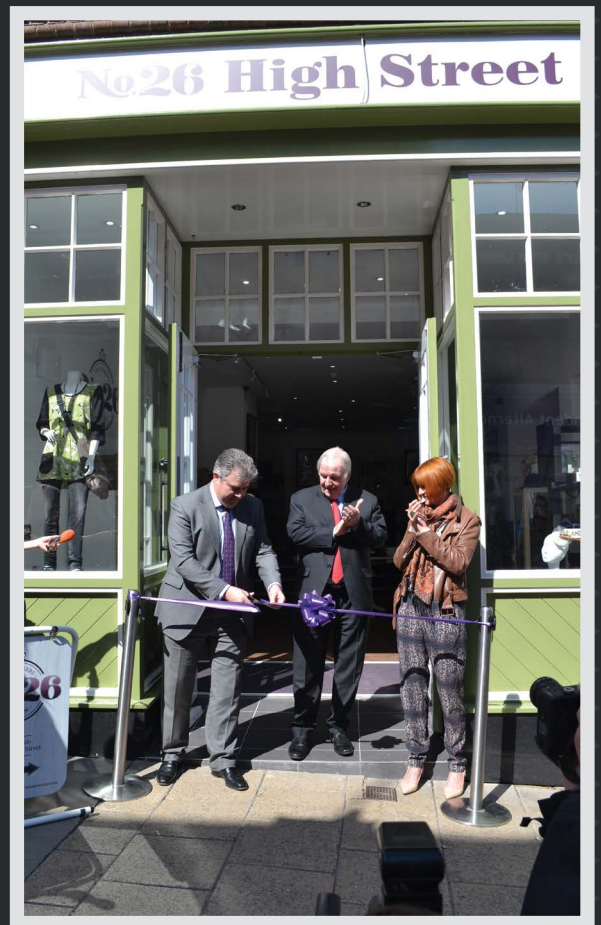
PILOT PROJECTS

SEEDS has 20 pilot projects across the North Sea Region.

These are the pilots that have made recent progress. You can find out about all 20 of our pilots on our [website](#).

Rotherham Renaissance UK Launch of Makers Emporium

In April, an exciting new retail space in Rotherham was opened by Minister for High Streets Brandon Lewis and TV personality and retail expert Mary Portas. The Makers Emporium is a partnership between Rotherham Council and its **Rotherham Renaissance** programme; **The Source Skills Academy**; and Rotherham Youth Enterprise. It is just one example of how the Portas Pilot – a group of 24 English towns chosen to participate in a scheme designed to help to rejuvenate their shopping areas - is making a difference to Rotherham's High Street. The Makers Emporium is an exciting new retail space showcasing local crafters, artists and designers. More than 30 makers have populated the space with an array of products including handmade bags and clothing, home-ware, gifts and hand-crafted fine silver jewellery. It's a great place for unusual gifts; so make sure it's on your go-to list at Christmas. The project also supports youth employment in the area. The shop is staffed by apprentices studying for a qualification in retail whilst learning on the job in the store. The manager of the Makers Emporium cut his teeth on the Sheffield Showcase pilot in Sheffield – a super example of SEEDS sowing the seeds of re-use, if you will. The launch event received local and regional press coverage, with Mary Portas herself staying on site for three hours.

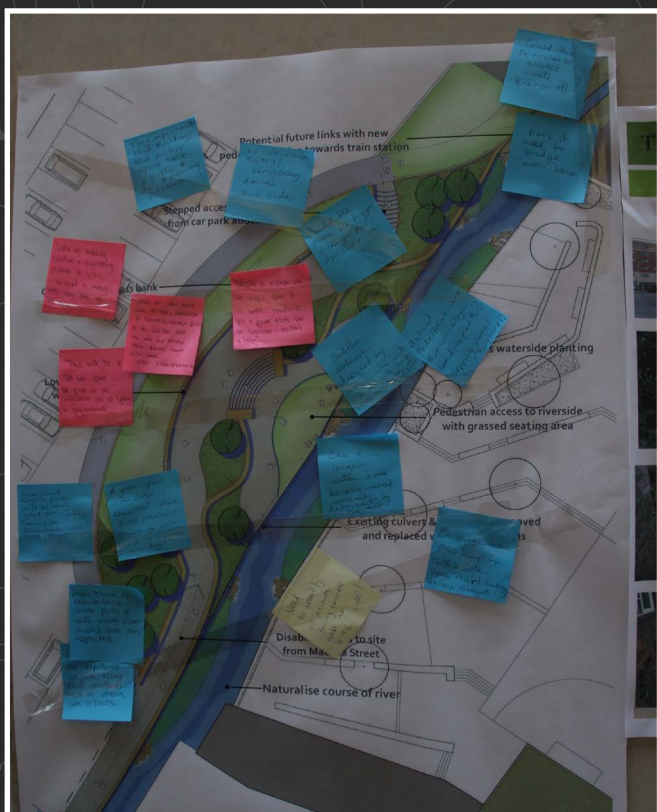


WANT TO FIND OUT MORE?

Visit our YouTube Channel and catch up with some of our pilots.

Porter Brook UK Porter Brook Visioning Workshop

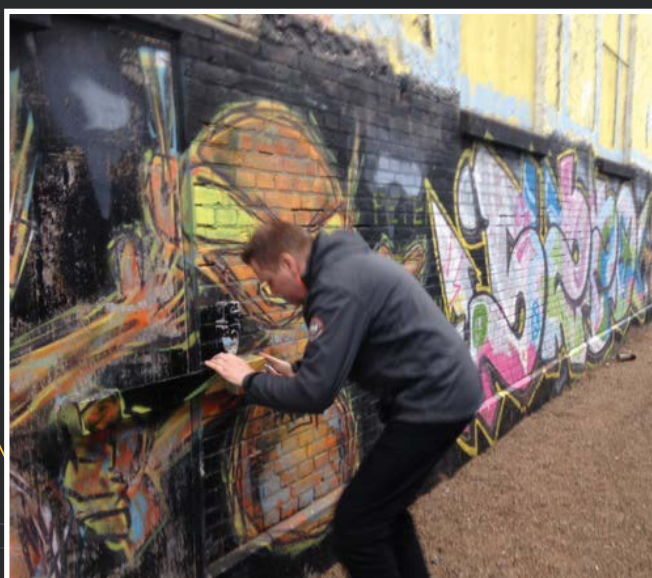
A visioning workshop was held in November 2013. Local people, many of whom know the river well, and professional bodies working with Sheffield's rivers, attended the one day event. Delegates were introduced to the long-term vision of Sheffield Council, with a view to formulating a long-term strategy. It was a hugely successful day, with the bare bones of a strategy tentatively pulled together and the embryonic Friends group given some recognition. Following on from the workshop, a temporary park bordering part of the river will be created while the site awaits redevelopment. A recent Flood Study will inform the park's intended progression to a more permanent status, incorporating naturalisation and helping to mitigate flood risk.



Boiler Building, Copenhagen DK Seminar on Empty Building Re-use

A seminar was held in February at Grøndalen in Copenhagen to gather inspirational ideas for tackling the obstacles that can make re-use of empty buildings problematic. It sought to bring local communities and international experts together with a view to working up a strategy on bringing empty buildings back into use. The seminar included presentations by the SEEDS network, a visit to the **Boiler Building** and an inspirational presentation from Simon Parris from the University of Sheffield about several community-led, private developer-supported examples of re-use of vacant/under-utilised industrial buildings. Further context was provided by Frederik Nygaard, co-founder of the local community Vandværkets Venner; Bent Christensen, chairman of Vanløse Lokaludvalg (the local council/municipality); and a presentation by Per Schultze of projects funded by Lokale og Anlægsfonden.

The boiler building is one of our pilot projects; you can **read more** about it **here** or you can **watch a couple of videos here**.



RE-USE PROJECTS

We feel it is hugely important to share experience and knowledge. You can read about successfully completed re-use projects on our website.

PROJECT GALLERY



The Sugar Factory, Groningen NL International Student Exchange between Denmark and The Netherlands

Students from the University of Copenhagen, Denmark, worked intensively for eight weeks on visions for the transformation of the **SEEDS pilot, the Sugar Factory**. This international student exchange was made possible through the collaboration of the University of Copenhagen and the City of Groningen. To set the scene, teachers and 55 MSc students took a boat trip to study and explore the Dutch landscape. From their on-site experimentations through models; sketches; walks; and talks at the Groningen Sugar Factory the students produced **13 master plans** outlining possible solutions. The experience and the results have been published in a journal. One of the main tasks of the SEEDS project is to find solutions to skills gaps and economic slow-down using temporary use and re-use. This international student exchange programme between the Danish and Dutch SEEDS partners is an excellent example of the work towards this, and a great illustration of constructive and learning experience enabled by the EU SEEDS network.

A11, Zeebrugge BE

Whilst the new **A11** road is being built to serve the Zeebrugge Harbour, temporary measures are being put into place that will allow farmers to use the land affected during the construction of the road. A public enquiry was held as part of the ongoing consultation with the farmers and related organisations. As a result of this, reflection days were held for the farmers to discuss their objections. A request for the building permit allowing the temporary measures has now been prepared as well as a report on the ecological tests for a nature area which is under European protection. Also, archaeological surveys have uncovered the remnants of an old farm which may slow down some of the temporary measures. However, the building of the road began in March with a ground breaking ceremony. This means temporary use of the site is now a matter of urgency.



Lundby Activity Path, Goeteborg SE

As the River City Playground pilot in Goeteborg faced too many difficulties to be viable within the SEEDS timeframe, the original plan has now been replaced with the concept of a linear park called an Activity Path. It will be constructed before any of the new buildings in the district. This is unusual because it is normally the other way around, with new parks forced to adapt to the buildings surrounding them. The construction of the buildings will start in three years at the earliest, but the construction of the park/path is expected to start in the summer/autumn of 2014.

A conceptual plan will be produced for the Activity Path, outlining both short-term and long-term goals. The concept will be tested on one area of the path on a temporary basis with some elements that may become permanent. By planning and constructing

parts of the path as soon as possible, people will come and use it and make it into a safe place through higher footfall, and by giving it the identity it currently lacks. By taking temporary measures on the site, the surroundings will be prepared for the longer-term aims for the park. Consultation with local young people at the youth club has already begun. Great lengths have been taken to provide an opportunity for other people living and working in the area to have their say via a dedicated email address where they can submit their ideas and opinions. Look out for an update on this exciting new project in Newsletter 4.



PROMOTE YOUR PROJECT

Do you have a project you're undertaking?
Would you like to share your experience?

[SUBMIT YOUR PROJECT](#)

OUR PARTNERS IN CRIME AND OTHER FRIENDLY COLLABORATORS

SKINN (Shalesmoor, Kelham Island and Neepsend Network)



SKINN is a not-for-profit community group. It aims to improve an inner city area of Sheffield by empowering local residents and businesses to take part in the planning and development of the area. It builds on local resources, both physical and intellectual, in order to build community ties, promote a positive perception of the neighbourhood and safeguard against negative development.

CADS (Creative Arts Development Space)



The Creative Arts Development Space is a multi-purpose arts charity based in Sheffield. It provides affordable studio hire for people involved in all facets of the arts alongside exhibition and performance space. It hosts a range of exhibitions and events to promote the arts across all disciplines. There are around 85 studios and several larger spaces over six sites for public exhibitions, music performance, film shows, dance performance, theatre performance and conferencing. The spaces are affordable to a range of different income groups, including those on low incomes or are unemployed, to allow the widest reach and benefit. CADS very kindly supported SEEDS by hosting the project's partner meeting

in Sheffield. Watch out for the report in the next newsletter.



Common People



Common People is a Community Interest Company (CIC) that supports independent and social enterprise in Sheffield. It has many partners and organisations with which it collaborates, helping to create pop-up shops, studios and spaces. It has had space in the Devonshire Quarter, the Winter Garden, and now welcomes its latest venture to a large shop on Union Street – a prime retail spot on the edge of Sheffield's Retail Quarter.



Meanwhile Creative



Meanwhile Creative works in Bristol, UK to unlock dormant space for positive use. It mediates flexible work space for art projects; start-ups; and medium sized businesses. Its aim is to support Bristol's young creatives and entrepreneurs in developing their projects. It provides affordable and lively places to work in the heart of the city and has cultivated a thriving community of innovative, like-minded people, while at the same time creating an arena for networking and collaboration.



GET IN TOUCH

Our Partners

Lead partner: South Yorkshire Forest Partnership UK
Sheffield City Council
E: team@syforest.co.uk
T: +44 (0)114 257 1199

Project Manager: Sara Parratt-Halbert
South Yorkshire Forest Partnership UK
E: sara.parratt-halbert@syforest.co.uk
T: +44 (0)114 257 1199

Gerda Roeleveld
Deltares NL
E: Gerda.Roeleveld@Deltares.nl
T: +31 (0)61 246 9376

Hero Havenga de Poel
Regio Groningen Assen NL
E: havenga@regiogroningenassen.nl
T: +31 (0)50 316 4289

Emma Johansson
Goeteborg Stad SE
E: emma.johansson@ponf.goteborg.se
T: +46 (0)31 365 58 22

Ulrich Schenck
Lawaetz Foundation DE
E: schenck@lawaetz.de
T: +49 (0)40 3999 360

Bettina Lamm
University of Copenhagen DK
E: bela@life.ku.dk
T: +45 (0)3533 1796

John Henneberry
University of Sheffield UK
E: j.henneberry@sheffield.ac.uk
T: +44 (0)114 222 6911

Sabine Gheysen
VLM BE
E: sabine.gheysen@vlm.be
T: +32 (0)50 45 81 27

Our Sub-Partners

Sheffield Wildlife Trust UK
Rotherham Metropolitan Borough Council UK
Bispebjerg Lokaludvalg DK
Vanløse Lokaludvalg DK
Områdeformyelsen i St Kjelds Kvarter DK
Miljøpunkt Valby DK
Gemeente Leek NL
Gemeente Noordenveld NL
Gemeente Assen NL
Gemeente Groningen NL
Fastighetsagare i Gamlestaden SE
HafenCity University DE

Our Collaborators

Furnace Park UK
D.efac.to NL
Unlimited Meanwhile UK
Meanwhile Space UK
Temp Architecture NL
CADS (Creative Arts Development Space) UK
SKINN (Shalesmoor, Kelham Island and Neepsend Network) UK
Common People UK
Meanwhile Creative UK

Funders



Lead Partners



Partners

