



April 2014 – January 2015

SEEDS

NEWSLETTER VOLUME 4



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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 fourth newsletter.

This is our penultimate SEEDS newsletter, and we have plenty to share with our readers. SEEDS has been busy since the last edition, of course, bringing its pilot sites to completion, collecting the last of the data for our research and recommendations, and finalising our outputs which are coming together well. It is very exciting to see how similar the issues are that have been experienced across the North Sea Region, and how diverse the solutions and strategies have been to circumvent them. You can learn about these at our final **Conference on 14 and 15 April** – yes, it's this year, and not in 2014 as advertised in our last newsletter. You can read all about our Conference on **Page 2**. We hope you will join us here in Sheffield UK for: inspiring TED-style talks given by speakers

from across the EU; interactive and international workshops; and an opportunity to learn from the city's experiences of temporary use and re-use with a guided walk around key re-use locations.

We will be presenting our Charter on temporary use and re-use at the conference; if you would like to be involved with this, there is still a little time – contact us to discuss:

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SEEDS **FINAL** CONFERENCE INNOVATION THROUGH TEMPORARY USE



SAVE THE DATE

14TH - 15TH APRIL

Over the past three years SEEDS has sought to address problems caused by vacant space and buildings in Europe by promoting and investing in their temporary use. The 2015 SEEDS Conference 'Innovation Through Temporary Use' is the culmination of this project and will be a truly inspirational event.

Delegates will have the opportunity to meet individuals and organisations that have pioneered temporary use projects and policies. We invite you to learn from their experiences and share your own views and knowledge with key decision makers.

Motivational temporary use practitioners from across Europe will give a series of 'TED' style talks demonstrating how they have both faced and tackled a variety of challenges to bring projects to fruition. The conference will also feature a series of interactive workshops led by expert speakers who will address key contemporary issues that are a barrier to harnessing the full potential of temporary use.

The Conference will take place on 15 April 2015, with optional site visits on offer on 14 April. If you would like to take advantage of the site visits, please book early as places are limited.



<http://seedsconference2015.com/>

Site Visits

Sheffield Showcase was created in 2009 in response to delay in redevelopment for Sheffield's New Retail Quarter. Part funded by the SEEDS project, Sheffield Showcase contributes to the management/upkeep of the development site by occupying and dressing vacant units leading to the introduction of a variety of Meanwhile Uses on the site. Importantly, Showcase provides employment and training opportunities for young people in visual merchandising, providing a pool of skilled young people for the retail sector and has worked with or assisted over 1000 local businesses, small enterprises, artists and organisations since its inception.

Building on the success of Showcase, the Council has created a set of proposals for Re:New Sheffield that will provide a framework of support for organisations and individuals wanting to make use of vacant buildings in the city centre. Re:New will be launched in Spring 2015.

Delegates will be given the opportunity to learn more about Showcase's success and its future plans through two site visits on 14 April. This will comprise an overview of the project and its future vision; and a guided tour around the city to observe its practical applications.

Speakers – On the main day of the conference (15 April), Keynote Speaker **Ryan Reynolds (Gap Filler, New Zealand)** will lead us in to the conference and take questions from the floor. Delegates will be introduced to the four main themes identified by SEEDS' practical experiences, followed by four TED-style speakers drawn from across Europe and beyond who will talk about their varied experiences of temporary use and re-use. The TED speakers will conclude with an informal question and answer session with the audience.



Keynote Speakers (from left to right): Ines-Ulrike Rudolph, Dr Ryan Reynolds and Prof Peter Bishop

Workshops

In the run-up to the conference, groups of practitioners and decision makers have been working on a Charter for Re-use based on SEEDS' recommendations. The results will be presented in four themed interactive workshops where delegates will be asked to consider different aspects of the Charter. The outcomes of all four workshops will be drawn together and presented to the conference.

Recommendations and Feedback

Keynote speaker **Prof Peter Bishop** author of 'The Temporary City' will lead the conference in a discussion around the future of temporary use, followed by feedback and recommendations from the workshops. The culmination of the day's discussions will result in a version of the SEEDS Charter that has been formulated and ratified by a broad range of practitioners and decision makers across Europe.

Charter and Re-Use Forum

The Charter has been formulated in advance of the conference by a select group of re-use experts who are the foundation for the SEEDS Re-use Forum. It will be agreed in principle throughout the day by the conference's delegates, and presented to the full conference at the end of the day. The foundation of the Re-use Forum will be invited to sign up to the Charter which will carry forward SEEDS' recommendations for supporting temporary use and re-use. All delegates will be offered the opportunity to give their support by signing a specially designed 'Wall of Fame'. These signatories will become an informal but influential and inspirational Re-use Forum, promoting the importance of temporary use and re-use as a powerful regeneration tool.

The Charter will be included in the Conference Report and Final Report, which will display the logos of the organisations that have committed to the promises indicated in The Charter.

EVENTS^{AND} ACTIVITIES

Student Exchange: University of Copenhagen DK and Berkeley University USA

Student Exchange: University of Copenhagen DK and Berkeley University San Francisco USA engaged in a student placement, with the University of Copenhagen sending a PhD student working on the SEEDS project to San Francisco to see and understand how the city engages in temporary use. Copenhagen exchanged experiences with different professionals working with temporary use and re-use strategies and policies. The Pavement to Parks Programme by the San Francisco Planning Department is a specific policy and initiative working with underused urban areas, streets and plazas, using them as a 'public laboratory' to test legislation, collaborations, design and approaches in the public realm. The **Pavements to Parks** Programme and the San Francisco 'Parklets' have their roots in the now international Park(ing) Day which began as an independent guerilla art project by the local art and design studio Rebar Group.

A very different way of working with temporary use can be found in the Bayview Hunters Point neighbourhood of San Francisco. Together with other partners, the city is developing a process that will help revitalize the site and create a future plan for this industrial area, which is facing big changes and challenges. The first step of intervention is opening up parts of the area to become useful open space in parallel with smaller interim interventions and programs. In collaboration with the national oral history non-profit project StoryCorps, a listening booth on the site creates a platform to meet and record local narratives and history, as well as to start conversations about the future of the site.

More Info:

www.envelopead.com/proj_pge-now.html



New Legislation on Land Development in Flanders BE

Since 1988 the Flemish Land Agency (Vlaamse Landmaatschappij or VLM) has been applying land development to organise countryside areas in keeping with their designated uses. Recently, a lot has changed. In 2014, the Flemish Parliament Act on Land Development was adopted, which thoroughly modified the procedure and possibilities of land development. The Flemish Parliament Act on Land Development provides an answer to the demand for speedy developments on the ground and complementary measures. It complies with the need for alignment, co-operation and involvement of private and local partners.

The objective of the Flemish Parliament Act on Land Development is to offer a widely usable 'tool box' for providing customised solutions for all kinds of projects. This 'tool box' contains various tools relating to organisation; management; land acquisition; land mobility; and complementary policy, that can be used in a customised way and in mutual connection with each other, allowing the realisation of a large array of plans and projects contributing to the preservation and development of space in Flanders.

One of SEEDS' transnational working groups that concentrated on the theme of policy contributed towards this new legislation. The group both



demonstrated and emphasised the importance of temporary tools, which has been recognised by the new legislation. It's a great result for both the SEEDS project and for VLM.

Frans Pauwels, a colleague of VLM, has written a very interesting article around temporary use and land development in Flanders. Called 'Land Development in Flanders in a Changing Perspective' and published in the journal 'Fachbeitrag' a copy in English can be accessed [here](#).



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.

Transience and Permanence in Urban Development Workshop, Sheffield UK

In partnership with SEEDS and the Sheffield Urban Institute, the Department of Town and Regional Planning (TRP) of the University of Sheffield held a two day workshop, 'Transience and Permanence in Urban Development', in January. Over 60 high quality applications were received. 16 papers, 29 authors and 7 countries as far afield as the USA and Australia were selected to present.

Typically, discussion around temporary use has been pursued by architects, urban geographers

and urban sociologists with some input from planners and political scientists and even less acknowledgement from the disciplines of economics, finance and real estate. By drawing together a greater diversity of disciplinary perspectives, the workshop facilitated the emergence of a more rounded consideration of the subject. The next step is to produce a significant joint publication that will evolve into an enduring network of researchers and an innovative body of work that will counter the fragmented nature of research in this field to date.

Plasticity Symposium, Sheffield UK

When SEEDS partners met in June 2014 in Sheffield UK, they were very pleased to take part in a joint event with associate pilot **Furnace Park; Occursus**, a loose collective of writers, artists and researchers drawn from the disciplines of philosophy, art, politics and literature; and **PlastiCités**, an Occursus-led project, engaging artists, writers, students and academics in conversations about the city of Sheffield. The symposium offered a very different way of thinking about temporary use of abandoned land.

It suggested that ex-industrial land could be thought of in the same way as brain trauma, where the healing of both traumatised land and brain lay in their plasticity, or mouldability. It was argued that in the same way brain synapses rebuild themselves or adapt for new uses after suffering trauma, land can also reinvent and adapt itself for new uses and landscapes. It is a very interesting concept, and it was refreshing to hear a more philosophical approach to the meaning of abandoned land in an urban landscape.



Empty Spaces and Meanwhile Uses, Hamburg, DE

In July Lawaetz Foundation held a very successful two day conference on 'Empty Spaces and Meanwhile Uses'. This was a follow-up event after a well attended conference earlier in the year (see page 5 in the SEEDS newsletter vol. 3). 70 people from across the area came to the workshop to hear a range of practitioners and academics experienced in the notion of temporary use of vacant spaces. Case studies were presented by Janin Walter from the Büro Urban Affairs Berlin

and the University of Riga; Egbert Rühl from Hamburg Kreativ Gesellschaft mbH; Thomas Lecke-Lupata from the Senatorische Behörde für Bau, Umwelt und Verkehr, Bremen; and Prof Bernd Kniess from HafenCity University. Two interactive workshops were held: 'Creativity as a Catalyst for Change' and 'The Economic Aspect of Business Improvement Districts, Entrepreneurs and Interest Groups'. Both days provoked a good level of discussion and left delegates with much to consider.



Sheffield Wildlife Trust Conference, Sheffield UK

SWT held a Living with Nature one day conference which was well attended with 110 delegates. A report on the project, '**Stories from Living Nature**' was launched at the event. It was an excellent opportunity to celebrate the project's achievements and to take away lessons learnt that can be applied to future developments.



VISIT US ON FLICKR

View our gallery on Flickr and see what we've been taking part in.

[Interested in joining in? Get in touch!](#)

[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**.

Smedestræde, Copenhagen DK

There has been a lot of activities at the temporary **Valby pavilion** this year turning the former parking lot into a much appreciated new green oasis in the centre of the community. The pavilion has hosted events such as plant-swap day; a gardening festival; music and dance events; Environmental Christmas Market; theatre; and much more. Play equipment, planting beds, book swap cupboards and a seed library have been added to the site making it a playful and informal space for everyone to visit.

While the more permanent plans of the Valby sub-partner site remain unresolved, the short-term actions help pave the way for the long-term vision. All the activities explore what a future library and culture house could become here and the hope is that there will be funding for such a project during the following years. The activities have drawn a lot of attention and have been published widely in the local paper and the Valby pavilion **Facebook** site.



WANT TO FIND OUT MORE?

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

A11, Zeebrugge BE

The construction of the new highway, the A11 road has now begun. The building permit for the temporary measures along the route has been released and the Minister responsible for the project approved the final boundary of the VLM project – mitigating for the agro-economical impact of the highway on its surroundings – on 3 July 2014.

The challenge now is to realise the temporary agricultural use before the farmers experience difficulties carrying out their daily agricultural tasks. If all goes according to plan, implementation of the temporary investments will start in January 2015.

During the SEEDS partner meeting in Bruges in December the temporary exchange plan for the farmers was officially finalised by signing a deed. This seals the agreement for the farmers and is a very important milestone in the procedure of the project.



Sugar Factory, Groningen NL

One of the main difficulties for this site was access, cut off from the city by a canal and railtrack. To reach it meant a long-winded car journey. Now, however, a new bridge has been built across the canal, creating direct access between the Factory and the city shopping mall. Made from scaffolding that has given it a temporary feel, the bridge has already become a local icon.



During the Groningen city festival 'Let's Gro' a fibre optic internet connection was installed at the Sugar Factory site. This is one of the first facilities to be put in place, which will go a long way towards attracting new activities to the site. And the more recent installation of an electricity supply means music and other events are able to take place. With this in mind, and as facilities become more complete, a new manager will be employed in 2015 to help manage and direct the Sugar Factory and its continuing development. Indeed, the first office within this beautiful, historic building has been designed and built by architect **Paul van Bussel**. We hope the first tenants won't be far behind.

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



Assen Old Harbour, Assen NL

Assen continues to work on making the old grain warehouse suitable for accommodating small businesses, and the harbour area itself suitable for becoming a housing area. Three theatre groups are now located in one of the old buildings which is a great re-use of a large open plan space. The biggest success on-site, however, is the re-use of the old grain storage building. At the beginning of SEEDS, this building was the biggest problem facing the project due to its specialist design, but now the first floor is being rebuilt to allow new spaces for small businesses. This is being carried out in partnership with the Province of Drenthe which had been looking

for an old building for this purpose. Hopefully the outside area surrounding the building will also be redeveloped to make it more attractive and draw people in.

Because of the challenges facing Assen and other towns/cities like it, the National Government has developed a new regulation that improves the processes within spatial planning, and allows projects to go forward without mandatory financial feasibility, and with less hoops to jump through. This is the third piece of legislation SEEDS has influenced during its lifetime – a big achievement by anyone's standards.



Community Capacity Building, Gamlestaden SE

Construction relating to the Community Capacity Building and Land Re-use in Gamlestaden has taken place and was positively received by local people. The site remained open during recent construction, allowing people to talk to the contractors and ask questions. This is an unusual method of working, with construction companies and communities rarely able to interact. However, the construction company was responsive and co-operative, and went a long way to making people feel confident their plans were being carried out as they wanted them to.

There has been a lot of publicity around the site and the City, in partnership with the property owners, intends to write a full article for the local newspaper. Physical works are now complete for this pilot, but events and activities are expected to take place on-site before the end of the SEEDS project.



Rotherham Renaissance, Rotherham UK

Rotherham Council has established another pop-up shop since the launch of the Makers' Emporium: an Italian delicatessen which is doing very well. Other independent retailers have also established themselves on the same street, a direct result of the Makers' Emporium venture. The Makers' Emporium itself is staffed by young people learning the retail

trade, trained by local provider The Source. The manager of the Makers' Emporium learnt his trade as an apprentice with Sheffield Showcase (also supporting retail training at The Source). Both Rotherham Renaissance and Sheffield Showcase are great examples of the effect temporary use can have on the local economy and local skills.

PROMOTE YOUR PROJECT

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

[SUBMIT YOUR PROJECT](#)

GET IN TOUCH

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Gemeente Noordenveld NL

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CADS (Creative Arts Development Space) UK

SKINN (Shalesmoor, Kelham Island and Neepsend Network) UK

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Lead Partners



Partners

