

**Interreg IVB North Sea Region – Annual conference
24 – 26 June 2009**

Richard Walker

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Sheffield City Council**

**The Interreg IVB
North Sea Region
Programme**



*Investing in the future by working together
for a sustainable and competitive region*



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Making places profitable – meeting a challenge of sustainable communities in partnership

- Key challenges to the North Sea Region
- Priority 4 – Promoting Sustainable and Competitive Communities: Creating attractive places to live and work in
- Place making & place keeping
- Making places profitable (MP4)

Key challenges to the North Sea Region

- Need to sustain a strong standard of living
- Changes in travel, access to services, hard and soft infrastructure requirements
- Industrial decline & expanding areas
- Changes in social fabric/social and ethnic segregation
- Social mobility/mobile workforce/need to retain skilled staff
- Knowledge economy – competing regions
- Attractive environment → High quality of life

Key challenges to the North Sea Region

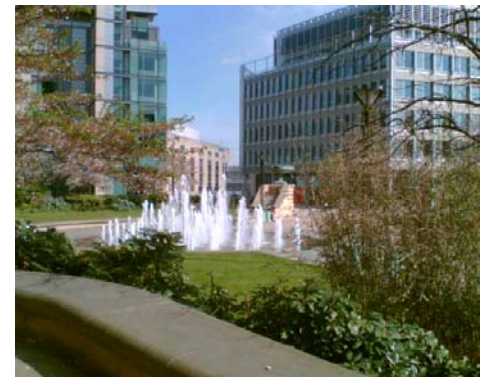
Interreg IVB programme

Aim

To make the North Sea region a better place to live work and invest in

Priority 4

Promoting Sustainable and Competitive Communities: Creating attractive places to live and work in



Place making & place keeping

‘Placemaking’ – the process of creating attractive squares, parks, streets, and waterfronts. Landscape often plays an important role in the design.

Attractive, diverse and accessible spaces contribute to delivering sustainable and competitive communities.



Place making & place keeping The Lisbon Strategy

The Lisbon Strategy concentrates on developing a more attractive place to live and work improving the attractiveness of Member States, regions and cities by improving accessibility, ensuring adequate quality and level of services, and preserving their environmental potential.



Place making & place keeping

The Bristol Accord

Sustainable communities are places where people want to live and work, now and in the future.

... the Bristol Accord comprised the characteristics of successful places – cities and other human settlements in urban and rural areas ...



Place making & place keeping

Yorkshire & the Humber, UK (ERDF 2007 – 2013)

... The region's success depends on prosperous and attractive cities, towns and rural communities ... desirable, lively towns and cities, with access to good ... environments, and with a pleasant feel, attract and retain the skilled and highly mobile people that are most in demand in a knowledge economy ...



Place making & **place keeping**

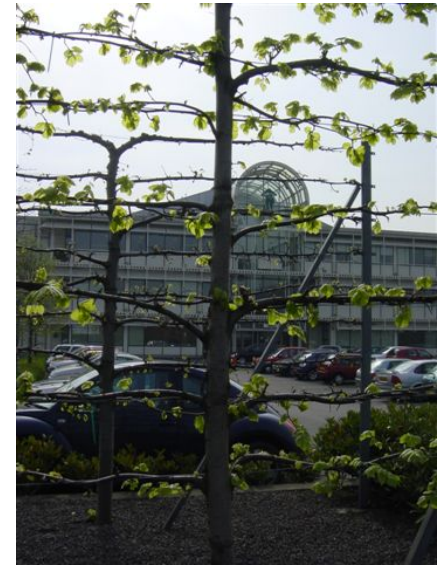
New challenge →

how to maintain the real and multiple benefits of well designed places



Place making & **place keeping**

- Very little innovation – Place-keeping suffers from being far less ‘glamorous’
- Need to sustain long-term benefits of regeneration – important for social, economic and environmental reasons
- Many local authorities and public agencies face a struggle to obtain sufficient resources for maintenance
- **Key challenge** – to make the most efficient use of the available resources, through cooperation between different sectors



Place making & place keeping

Examples of place keeping in practice

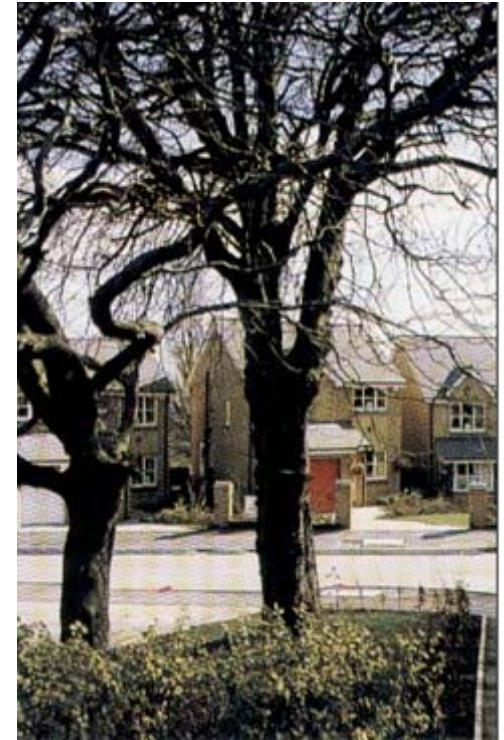
- Derelict land → woodland
- Housing development
- Social enterprise
- Business improvement districts/housing improvement districts
- City spaces
- Villages centres/country parks



Place making & place keeping

Examples of place keeping in practice

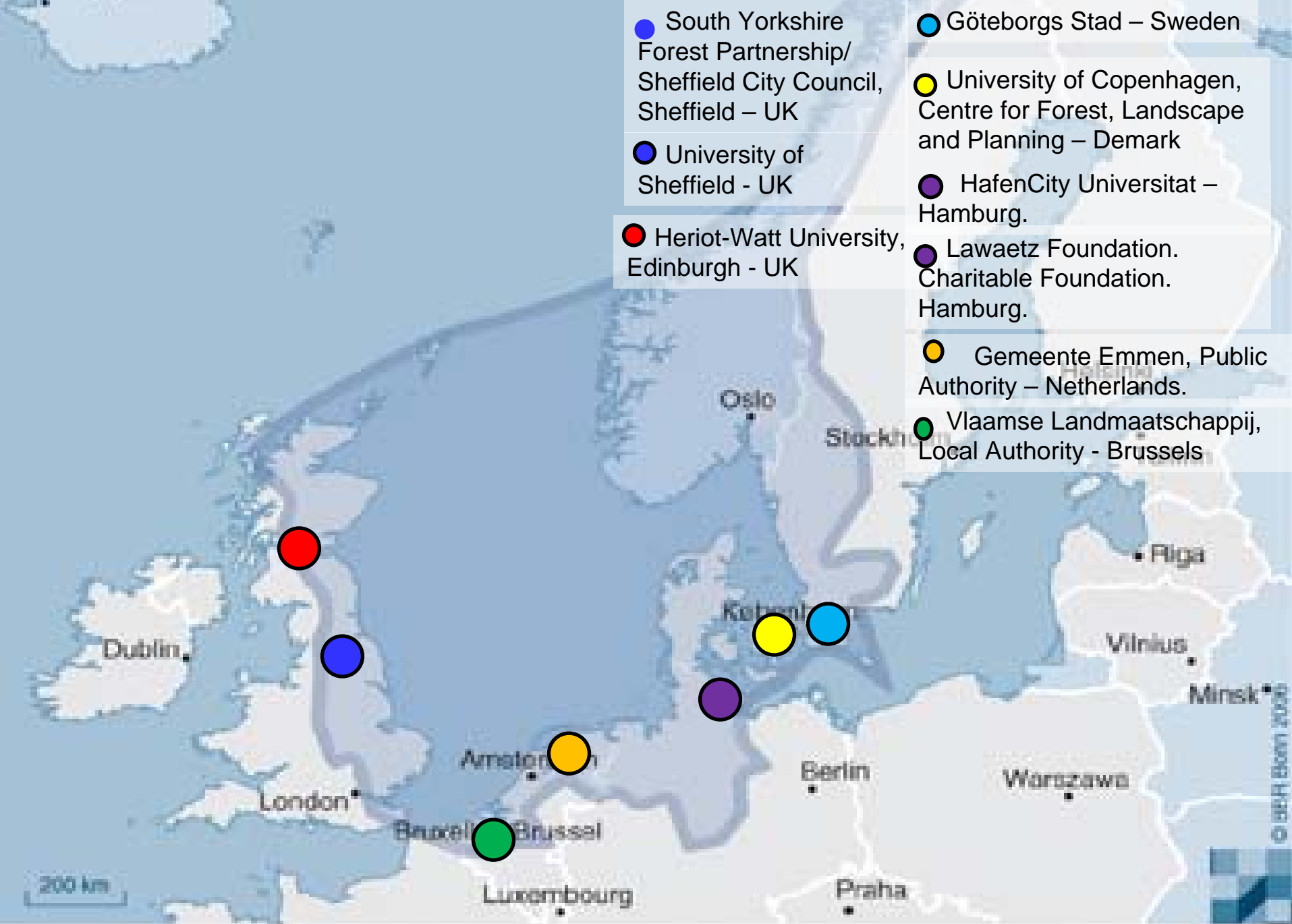
Making Places Profitable aims to address this important challenge



Making Places Profitable (MP4)

- Demonstrate how to maintain the positive socio-economic impacts of open space improvements in the long run
- Illustrate and promote best practice in place-keeping
- Provide solutions to address maintenance and management requirements and to mainstream best practice in place-keeping
- Embed place-keeping innovations into improved policies
- Develop a shared agenda for the long-term improvement of open spaces





Transnational cooperation on spatial development 2007 - 2013 (INTERREG IV B)

Making Places Profitable (MP4)

- **Assess** existing transnational experiences with place-keeping
- **Produce model agreements** for sustainable partnerships and **develop innovations** in place-keeping
- **Implement**, promote and test place-keeping models – **demonstrate** the benefits of place-making and place-keeping
- **Monitor and evaluate** socio-economic impacts
- **Develop place-keeping policies** and ‘mainstream’ best practice

Making places profitable – meeting a challenge of sustainable communities in partnership



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