Integrated sustainable urban strategies

Peter Ramsden
Freiss Ltd and URBACT
Integration

• ‘The further away one is from places, the less chance there is to achieve integration’ (Fabrizio Barca)
Non Integration
Old style science park or new style knowledge district

- Science ‘Valley’
- Out of town
- Poor public transport links, extensive car parking
- New build Property development but poor energy standards
- Half let, not much science
- All ERDF, mostly physical

- New style knowledge district
- Coworking spaces
- Incubation, finance, and SME support
- Clubs, cafes, bars, restaurants
- Walking, cycling, tram, parking difficult
- creches
- University design and technology departments relocated
- New intermediaries agency between city, university with businesses on board
- ESF and ERDF combined in useful combinations
Horizontal integration: Berlin Neighbourhood Management

- Workshops
- Citizens' fora
- Planning units
- Analysis/expert opinions
- Individual suggestions

NM office

Neighbourhood Council

District administration

Implementation

Review

Rejection

Collection

Decision

Approval

Senate Department for Urban Development, Berlin

NM Team/institution

District PSS

Processing

Senate Department for Urban Development, Berlin

Neighbourhood Council
Vertical integration – policy alignment

- EU both ERDF and ESF
- Federal ministry
- State/Land of NRW
- Cities
- 80 Neighbourhoods
Territorial integration: working across municipalities
Existing good practice

- Long experience of integrated sustainable urban strategies going back to the URBAN 1 and 2 programmes as well as mainstreaming of URBAN in 2007-13
- URBACT drew on this experience when designing the URBACT Local Support Group approach to Local Action Plans
- The URBACT method has been used in many different policy contexts
  - Revitalising heritage city centres,
  - transforming disadvantaged neighbourhoods,
  - integrating science and technology parks into the city,
  - transport hubs,
- Generic method with wide applicability
- Second version of URBACT local action toolkit is available in all EU languages [LINK]
Coproduction: URBACT’s cyclical model
360 degree stakeholders related to the challenges

- Users
- Citizens
- Businesses
- Agencies, NGOs private sector
- Other departments
- Funders and policy

European Commission
Engaging all stakeholders in coproduction

- All relevant actors who are involved in the problem (north south east and west)
- “Nothing about us without us”
  - My generation - involving young people in local support groups – youth Mayor
  - Romanet: Glasgow involving representatives from Roma Community
  - REGGOV and CONET: involving residents and NGOs from disadvantaged neighbourhoods
  - CTUR Naples: working with micro businesses to transform a commercial neighbourhood
Evidence

- Digging in to your problems is a key step in understanding it.
- Collect data from formal and informal sources (from national statistics to street surveys).
- Find ways to communicate the findings in a new way that people understand. Use social media.
Results: Measuring success

• Results and result indicators - using participative methods to develop indicators with local groups so that ownership of success stays in the community (URBACT Together)
• Work to frame indicators in a meaningful way so that everyone owns them
• Monitoring and review
• Make monitoring the target the core work of the stakeholder group
• Be aware of unintended consequences (creaming, parking, teaching to the test, postcode lotteries)
What makes a good strategy?

• The strategy needs to be seen as a policy instrument not an admin exercise.
• Summary of the urban context and identification of the main problems and policy challenges
• Focus and objectives (and results foreseen)
• Schedule of actions (action table, timetable, gantt chart)
• Funding scheme (resources for the actions)
• Framework for delivery (who does what, governance, )
• Measurement: output and result indicators
• Risk analysis
• Enough detail to be a roadmap, but keep the document concise
Key take-aways

- Be participative - use techniques such as coproduction – involve end-users and residents. Nothing about us without us
- Be cyclical - revisit the strategy and action plan regularly and refresh
Thankyou
Peterramsden2@gmail.com