



Barger Compasuum Village Centre – a Completed MP4 project

October '10-March '11 UPDATE



Making Places Profitable

Public and Private Open Spaces



CONTENTS

- 1 Welcome**
- 2 Events and Activities**
 - Mid Term Conference
 - Sheffield Urban Design Week
 - Sheffield Wildlife Action Day
- 3 Pilot Projects**
 - Sheaf Valley Park
 - Cardijn Square
 - Lövgärdet, Göteborg Sweden
- 4 Partners**
 - HafenCity University
 - University of Sheffield

WELCOME TO THE 'MP4 MAKING PLACES PROFITABLE – PUBLIC AND PRIVATE OPEN SPACES' NEWSLETTER

This is where you can learn what the Interreg IVb Programme project has achieved over the last six months. We hope you will find it an interesting read.

Since our last newsletter work continues apace through our steering group, which is working hard towards our final conference 9-10 May in Sheffield UK next year.

The conference will be held in partnership with our sister project NWE VALUE. If you would like to know more about VALUE, please visit www.value-landscapes.eu. If you would like us to keep you updated on our conference please visit the MP4 website www.mp4-interreg.eu and use the register button. Our conference will showcase all our work, our demonstration sites and will pre-launch our book and our toolkit.

Don't forget, if you want to learn more, please access our website www.mp4-interreg.eu. You can now register with us through the website, allowing you to receive regular updates and invitations to MP4 activities.

Mid Term Conference

Hamburg, December 2010

In a very cold and wintery December MP4 held its Mid Term Conference in Hamburg, very ably hosted by our German Partners HafenCity University and Lawaetz Foundation. Comprising two days of motivating and interesting speakers, a lively panel discussion and a selection of workshops, the conference was very well attended. A full transcript of the proceedings, documents and presentations can be accessed in the Review of Activities' section on our website at <http://tinyurl.com/mp4activities>



Members of the panel discussion



Please visit our Flickr Gallery for more images from our Mid Term Conference: <http://tinyurl.com/hamburgmidterm>

Sheffield Urban Design Week

In October 2011 MP4 held a series of talks on place-making and place-keeping as part of Sheffield Urban Design Week.

Speakers included representatives from University of Sheffield, Sheffield City Council Town Centre Management Team, South Yorkshire Forest Partnership and the Riverside Stewardship Company in Sheffield. The event was very well attended with over 70 people hearing the MP4 message. If you want to read a full report on the whole week, including our talks, please visit <http://tinyurl.com/mp4urbandesign>



Standing room only for the MP4 Placekeeping Talks

Sheffield Wildlife Action Day

In January South Yorkshire Forest Partnership took a stall to an awareness raising event in Sheffield, which presented an opportunity to raise the profile of MP4 among volunteer organisations working with open spaces.

If you would like to know more about UK EcoNet which provides online research-based information on ecology, history, archaeology and landscape change, and organised the programme, please visit their website www.ukconet.co.uk



The MP4 Display, in partnership with its sister project NWE VALUE

Pilot Projects

Our partners across Europe have been very busy; the remainder of our newsletter will show you what we have achieved since October 2010.

Sheaf Valley Park,
Sheffield UK

A hugely important site, and a flag ship for Sheffield, the Sheaf Valley Park Pilot project is now completed.

This newly created park will be part of a network of new and existing open spaces, and will be the catalyst for altering people's perceptions of a site that was once a place for anti-social behaviour, and somewhere to avoid. Poor access meant it created a barrier between community and city. But those days are now gone. This new park incorporates a sweeping flight of 160 steps with an access ramp for the less able and proper cycle access. Diseased trees have been removed and replaced with a varied selection of fruit bearing trees chosen in partnership with the local community. The heart of this space is now a beautiful amphitheatre overlooking the city. Events companies are already queuing up to make good use of the space. The official launch for this revamped space will take place on 17 September.



A very happy Friends of Sheaf Valley Park Group

Cardijn Square,
Bruges Belgium: VLM

The Cardijn square is a little square in the district of Nieuwenhove, located in the south of the municipality Oostkamp. Local residents were asked what environmental improvements they would like to see in their town. One was the redevelopment of the Cardijn Square, turning away from its current discarded use as a basketball court and towards a pretty park with benches, and somewhere to play 'jeux de boules'. VLM is also working closely with the local bus company which used the square as a terminus and was considered a noise nuisance by the community.

The first design was drawn; after recommendations from local residents the modified design will be presented to all the residents of Nieuwenhove by means of a small exhibition, giving everyone the opportunity to comment. The final design will be drawn after considering all final options.



An architect's impression of the new Cardijn Square

To track the work at Cardijn Square visit <http://tinyurl.com/cardijnsquare>

Lövgärdet, Göteborg Sweden: Göteborg Stad

Lövgärdet is one of two demonstration sites in Göteborg, and is now completed. The site is outside the main city parameter and serves a large housing complex. Therefore it is very important locally. Many people – local residents, stakeholders, the municipality – have participated in the design and creation, the result of which is now widely enjoyed.



The New Football Pitch and Play Area,
Lövgärdet

To track the work still to be carried out at Eriksbo visit <http://tinyurl.com/llovgardet>



Visit our Flickr Gallery for more images:
<http://tinyurl.com/mp4flickr>

MP4 Partners

Our partners who help us with our research rather than leading a demonstration site are always busy not only behind the scenes, but presenting papers at conferences, giving talks and writing for professional journals. Two of them report here on their valuable efforts for MP4.

HafenCity University, Hamburg Germany

The official application for the designation of a Neighbourhood Improvement District (NID) in the housing estate Steilshoop in Hamburg was submitted to the responsible District Administration. This proprietor-led initiative is planning an investment of more than four million Euros to regenerate the estate, with particular regard to the redesign of open spaces in the central part of the area.

True to MP4's ethos, place-keeping (sustainable maintenance) after the work is complete is included in the business-plan for the NID. NIDs follow a very specific

planning and application process. You can read more about this online at <http://tinyurl.com/urbanimprovement>

The NID model is based on a reimagining of the Business Improvement District (BID) model used for commercial areas, allowing adaptation for use in residential neighbourhoods. It's an innovative new approach to allow private initiatives in area development on top of public activities.

If you would like to read more about the Steilshoop NID, please visit <http://tinyurl.com/steilshoop>



Part of the Steilshoop Complex, Hamburg
(Source: www.kt-architekten.com)

University of Sheffield, Sheffield UK 'The Power of Flowers'

University of Sheffield has been working with Green Estate (a local organisation specialising in community open space) to evaluate the benefits to local people of an innovative land management approach. The technique involves sowing colourful, long-lasting annual flower mixes – 'Pictorial Meadows' – on derelict sites awaiting housing renewal or replacing regularly mown grass. Questionnaires revealed that the flowers impacted on residents' feelings of well-being with most reporting positive feelings associated with the sites – happy, safe, calm, relaxed, proud. As one resident stated, 'it's uplifting and puts a smile on your face'. The meadows

increased feelings of attachment to a place; improved satisfaction; and residents described a range of benefits they felt the meadows brought to them, the wildlife and the local area. Some were concerned about high cost, but Green Estate reports sowing meadows is of similar cost to, or at a lower cost than mown grass. It also reports a reduction for some sites in costs associated with site misuse such as fly-tipping. This research demonstrates the added benefits that the Pictorial Meadows techniques can bring in improving residents' feelings of well-being and perception of the local area, particularly where temporary derelict land is an issue.



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