



Making Places Profitable
FINAL ISSUE



Ripples in the Pond, Firth Park, Sheffield UK

October '11–August '12 UPDATE



Making Places Profitable

Public and Private Open Spaces

European Union  The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**



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

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

As this exciting project now draws to its conclusion, we have much to share with you. We are very proud of our achievements: read on for details of our publications, our pilots and last words of our partners across the North Sea Region.



Children at play, Oostkampus

Don't forget, if you want to learn more, please access our new look website www.mp4-interreg.eu, due to be launched before the end of September 2012.

‘Who Makes and Cares for our Open Spaces?’ Workshop

In January 2012, HafenCity Universität and Lawaetz Foundation jointly held a workshop which discussed open spaces in Germany: who is responsible for their creation; best practice models for caring for them; and how much the public can take responsibility for.

There were over 90 delegates from a range of organisations. The day was so successful a follow-up is planned for August 2012. See our website for information www.mp4-interreg.eu

‘Building Connections’ Event

Heriot-Watt University staff presented the MP4 project at the ‘Building Connections’ event held in Edinburgh on 21st June 2012, organised by the Edinburgh Knowledge Exchange Partnership (EKEP) – a collaborative initiative between Heriot-Watt University and the University of Edinburgh. The event was attended by 70 people – a mixture of academics from EKEP and participants from industry, policy-makers, regulators, professionals and non-governmental organisations involved in the built environment. In the Final Plenary, the Keynote Speaker, Karen Anderson, Chair of Architecture & Design Scotland, highlighted place-keeping as one of the ‘hot topics’ for the future. More information on the event is available at <http://sites.ace.ed.ac.uk/ekep/events/21st-june-2012-building-connections/>

‘Place-keeping Through Partnership’ Workshop

On 11 July 2012 University of Sheffield held a workshop on place-keeping through partnership. The day was attended by people who work in the public sector; private sector; charities, trusts and volunteers.

Discussion revolved around place-keeping and who provides, pays for and manages open space, and who cares. The results of the workshop will be: continuing work on how to ensure place-keeping is taken into account at local level; a new website which will help continue some of the work already begun by MP4; and a place-keeping Charter, due to be drawn up by the end of September. If you would like to follow progress, please visit www.place-keeping.group.shef.ac.uk. You will find the new Charter here, as well as on the MP4 website www.mp4-interreg.eu. If you would like more information on the workshop please visit www.place-keeping.group.shef.ac.uk

‘Green Growth: New Shoots’ International Conference

Green Growth: New Shoots was an international conference held by MP4 and its sister project NWR IVb funded VALUE. Held over two days in May, it played host to nearly 200 delegates, and heard from experienced speakers such as Professor Lars Gensøe; Michael Schwartz-Rodrian; Jörg Durr-Pucher; Professor David Hill; Professor Richard Ashley and Gideon Amos.



With 12 workshops and six site visits too, there were plenty of opportunities to learn the latest in place-making and place-keeping. For a detailed overview of the conference, please visit www.greengrowthnewshoots.com.

Look out for our conference report and DVD which will be available both as hard copy and as a download from the conference website. Please contact sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk if you would prefer a hard copy.

MP4 Book

MP4's book, 'Making Places Matter: Place-keeping in Practice' is expected to be available for purchase by the end of September 2012. A collection of academic essays and papers on place-keeping and the five most pertinent themes of finance; partnerships; policy; evaluation; and governance/engagement, it is a must read for academics and future planners. If you are interested in buying a copy please pass your contact details to sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk

Policy Documents

Our five documents, aimed at policy makers and movers and shakers working in associated fields, and based on, and based on our five themes, will be available as free downloads. They will be ready for you to access by the end of September at www.mp4-interreg.eu

MP4 Final Report

Of course, the important part of any project that reaches the end of the more active part of its life, is the final report. Rounding up our findings and experiences, our Final Report will be available as a free download through the MP4 website, and as hard copy. Contact sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk if you would prefer a hard copy.

MP4 Practitioners' E-toolkit

For many, place-keeping is the most important part of any project. It's also the hardest part because it's easy to ignore. But ignore it at your peril. MP4 feels that place-keeping is so important it should be given consideration before a project even gets to the place-making stage. But where do you start? Your first point-of-call should be MP4's E-toolkit. Here you will find the golden rules of place-keeping under each of our five themes – or what we could call the principles of place-keeping. There are the big issues of place-keeping – and the answers. And finally you will find a host of really useful tools to help you through the 'care' aspect of your open space project.

The website has been designed by MP4 practitioners. The golden rules are those they think are most important for future success; the big issues are the ones that faced them throughout their work with MP4 – and the answers they found. The tools are those that have been highlighted as most beneficial to them, and what they think will be most useful to their practitioner colleagues. So the toolkit really should be a handy piece of kit for all those working on the ground.

You won't find pages and pages of text to wade through, but you will find plenty of practical information set out in a way that allows you to choose your own level of engagement. For those of you with a more academic interest, you will find all our research papers here too.

We're hoping to have a blog on the site, which will enable practitioners to discuss the really pertinent stuff on open spaces. Don't forget to take part – the more stories we have, and the more people we have making comment, the more useful it will be.

We expect our new-look website to launch by the end of September. Our address is the same – but the similarity stops there, so it's worth a look. Check us out and see for yourself www.mp4-interreg.eu



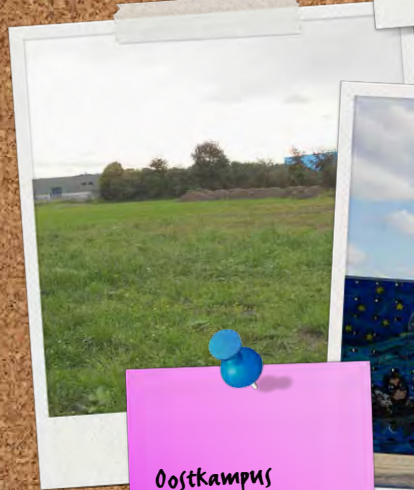
Pilot Projects: Before and After



Lövgärdet
Göteborg Stad, SE



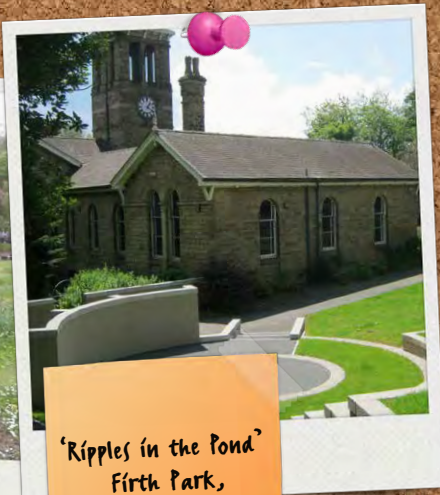
Sheaf Valley Park
Sheffield, UK



Oostkampus
Bruges, BE



'Ripples in the Pond'
Firth Park,
Sheffield, UK



Eriksbo
Göteborg Stad, SE



Barger
Compasium, NL



So its time to say farewell to our MP4 partnership. We hope our work will continue long after we have moved on to other projects, and you, our reader, will take active steps to ensure place-keeping takes place where you work. We think we have provided the tools to help you on your journey. See below for our partners stories.

South Yorkshire Forest Partnership and Sheffield City Council, UK

As the Lead Beneficiary of the project, South Yorkshire Forest Partnership was instrumental in keeping the project and its partners together as a coherent unit with a shared vision. Sheffield City Council was responsible for running two exciting and locally important pilot sites.

Sheaf Valley Park is now a successful open space incorporating a large amphitheatre and improved access between the city and the local community. It has already played host to community-run events and theatrical productions run by nationally known companies. Roger Nowell, who led on this project felt his greatest achievement is the creation of the terraces which have proven so popular with events companies and local people who like to sit and while away an afternoon with the heart of the city watching over them.

Nearly a year on from the practical completion, Ripples in the Pond is continuing to transform as the plants, trees, and other vegetation flourishes, continually changing and bringing the site to life. The hard work and patience shown while the green aspects of the project became established has paid off, resulting in a site admired by all who use it, and a very proud Friends of Firth Park. Luke Wilson, Project Officer for the site, is sure such pride and admiration will help ensure the future place-keeping of the Ripples. MP4 would like to acknowledge the contribution in the pilot's early days of Amie Rowland, who has since moved to another post.

"To have such a great opportunity to work with a team of people across Europe who are committed to making long-term improvements to our green spaces, and working towards influencing planning policy at all levels has been a most enriching experience."

Sara Parratt-Halbert



HafenCity Universität, Hamburg DE

One of Stefan Kreutz's biggest contributions was organising the critical reporting and presenting of pilot projects throughout MP4's lifetime. Although this was sometimes challenging additional work for our practitioners, it was invaluable in helping everyone to not only understand the pilots and what they were trying to do, but to have an overview of all the different approaches to place-keeping across the North Sea Region. We were better able to exchange methods and strategies - a key element of transnational learning and the transfer of knowledge from practitioner to academic and back again, and of course across borders. Stefan feels he learnt a lot about the importance of place-keeping in developing and sustaining urban open space quality and in doing so, has widened his professional perspective as both urban planner and researcher.

"The personal meetings with professional partners from the North Sea Region were the highlight of MP4 for me: intense debates, growing understanding, joint discussions and lots of fun!"

Stefan Kreutz, HafenCity Universität



University of Sheffield, UK

Members of staff working with us from the University of Sheffield included Dr Nicola Dempsey, Mel Burton and more recently Dr Alice Mathers. In the early stages of the project they carried out a literature review and scoping report which helped MP4 steer itself in the right direction. They feel their greatest achievement was their contribution towards place-keeping becoming an integral part of the wider landscape/environmental vocabulary. That people from all sectors, be they professionals or community members, are not only actively using the phrase 'place-keeping', but buying into it and pushing to give it more importance than it has enjoyed in the past is surely the beginning of a more sustainable future.

"The best part of MP4 was the creative and inspiring transnational partnership. I've got to know some interesting people, with whom I hope to continue to stay in touch with, and collaborate in future."

Dr Alice Mathers

VLM, Bruges BE

VLM – the Flemish Land Agency – worked on three pilot projects: Cardijn Square, a small village square needing an overhaul to meet new needs; the Bruges-Tourhout infrastructure project which concentrated on improving cycle and pedestrian access along a major road; and the re-imagining of an old Coca-Cola factory and its grounds in the village of Oostkamp. VLM also contributed greatly to the evaluation of MP4's pilots, which was executed perfectly by Pieter Vercammen and Sabine Gheysen.

They felt through their contact with other MP4 partners, and in particular during the design and construction phase of their project in OostCamp, they had learnt that place-keeping is not only about mowing the grass and cleaning up litter, but also about engaging people, creating a sense of place and building long lasting partnerships. MP4 would also like to acknowledge the contribution of Hendrik Vermeulen, a member of VLM staff who worked with the project in its early days before moving on.

"We learnt a lot on the relation between place-making and place-keeping, especially because of the cooperation between the academic and practitioner partners. We think it is quite clear what should be done to ensure long-term management of green investments, but more efforts in time and funding should be done to fill the gap between theory and practice."

Pieter Vercammen and Sabine Gheysen

Lawaetz Foundation, Hamburg DE

Dr Ulrich Schenck and Bea Barelmann (pictured right) have worked with MP4 from the time when it was still a twinkle in the project writer's eye. They have worked tirelessly towards achieving MP4's outputs, working closely with a local youth group, helping its young members create a brand new basketball



Bea Barelmann

court for the young people of their housing estate Steilshoop. Bea feels without the Interreg IVb EU funding supplied by MP4, their project would be still a dream. For her and her colleagues MP4 was a great experience, and an opportunity to learn more about place-making and place-keeping across different North Sea Region countries. Lawaetz Foundation has every intention of using what it has learnt through MP4 in its neighbourhood management work and other areas of its community work.

"A visit to Sheaf Valley Park UK helped me understand the political and economical background of this pilot. It helped to see that the housing development company supported the renewal of the green space in front of the restored Park Hill flats, and to see the strong link between the privatisation of the flats and the renewal of the park."

Dr Ulrich Schenck

The City of Emmen and Emmen Revisited NL

This pilot – a new village square - took place in Barger Compascuum, a tiny village close to the city of Emmen. The square follows the Shared Space concept and has been used for more than a year already. Shared Space means roads, pedestrian paths and cycle lanes are no longer clearly defined. There is no signage and no traffic lights; vehicles have to slow down, and are expected to share space with cyclists, pedestrians, children playing and people just watching the world go by.

The villagers were involved right from the start, and continue to play a major part in its use and its maintenance. They are so pleased with their new village square they are already planning festivities which will take place there. Working together to make the concept a reality has led to healthy levels of trust between citizen and professional.

Community members have seen for themselves that taking an active role leads to better results. The City of Emmen, Wobbe Katoen of Emmen Revisited and close colleague Wietse Hermanns are convinced this is just the beginning of new place-keeping possibilities in Barger-Compascuum.

"It was great when the Municipality of Emmen recognised the importance of what we were trying to do and supported us financially; and that trust was finally won on both sides, between the community and the Municipality."

Wobbe Katoen



Wobbe Katoen

The City of Göteborg SE

For Helen Svenstam who worked on MP4 pilot projects in Lövgärdet and Eriksbo – large housing estates on the edge of the city – the exchange of knowledge and experience between partners from different countries using site visits, discussions and workshops has given her and her colleagues much to consider in their future work. Opportunities to work with both academics and practitioners throughout the whole project have been a rich source of learning and experiences.

She has taken away lessons about what could be applied or avoided when running open space projects in Göteborg. Not only that, she feels encouraged to expand the 'people-power' element of her projects. MP4 would

like to take the opportunity to acknowledge manager Jakob Andreasson, who was originally responsible for Göteborg Stad becoming involved, and previous member of staff Liv Sonntag.

"How very similar it is in our different countries – we all have the same challenges and obstacles, and MP4 has helped provide a way of tackling them!"

Helen Svenstam



Helen Svenstam

University of Copenhagen DK



Christian Kjølner

Most of the work by the university was carried out by Christian Lindholst, who was involved with MP4 from the beginning. Working closely with Liv Sonntag of Göteborg Stad, Christian worked on new ways of evaluating open space projects using Sociotop mapping and Rec-mapping.

He also instigated the MP4 lab, an open space project in Skejby, Aarhus where he began testing out MP4's lessons and suggestions. Only recently has he moved on to a new post, and we wish him the very best. He has been replaced by new MP4 partner Christian Kjølner (pictured above) who will round off Christian's work with Skelby.

"The transnational network in the MP4 project has provided us with a great opportunity to innovate a new planning method for valuation of the recreational experiences in green spaces."

Christian Lindholst

Heriot Watt University, Edinburgh UK



Dr Harry Smith

Dr Harry Smith (pictured left), Dr Marcia Pereira and lately Filip Sosenko were our valued project partners at Heriot Watt University. Their greatest achievement was establishing and then overseeing the transnational learning between MP4 partners, and helping to raise the profile of place-

keeping among policy makers and professionals in Scotland. Their contribution to MP4 was not only this, but of the creation of model agreements (available as downloads at www.mp4-interreg.eu); supporting VLM with its task of evaluating our pilot projects, taking the lead on the MP4 book and contributing towards MP4's policy documents.

"The highlight for me has been working with creative people elsewhere. Its helped me think more creatively about the management of open space and other things too."

Marilyn Higgins

And finally.....

- Remember to visit the new look MP4 e-toolkit at www.mp4-interreg.eu



- Please contact us if you're interested in purchasing 'Making Places Matter: Place-keeping in Practice' on sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk
- Look out for our five documents on Policy, Finance, Partnerships, Governance/Engagement and Evaluation, downloadable from our website from October at www.mp4-interreg.eu
- Read our Final Report, available from October as a download from www.mp4-interreg.eu, or as a hard copy through sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk
- Catch our Conference Report, available from October as a download from www.greengrowthnewshoots.com, or as a hard copy through sara.parratt-halbert@syforest.co.uk, or team@syforest.co.uk



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