

# CTUR THEMATIC NETWORK

## Fourth Seminar, Thematic Conference

December 10 - 11 2009 Dublin (Ireland)



**“Dublin: Cruise tourism linking between city, port and docklands”**

**Theme 1/Transforming, regenerating, adapting the physical and environmental components of the port city system**  
**“Cruise facilities & transport connections”**

*The report, written by Pauline Geoghegan, CTUR Thematic Expert, refers to the work and contribution of the Dublin seminar participants, Gaetano Mollura CTUR Lead Partner, Vittorio Torbianelli, CTUR Lead Expert and the CTUR partners and participants that attended the meeting. Anna Arena, Cristina Fato, Maria Luna Nobile and Giovanni Hoffmann, lead partner staff contributed to the editing of this report.*

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## INTRODUCTION to the meeting in Dublin

The Dublin seminar, the 4<sup>th</sup> CTUR thematic seminar, on '**Physical and environmental components: Cruise facilities & Transport connections**' took place on December 10-11 2009. During the two day seminar over 36 participants, representing the CTUR partners, the AIVP, Dublin City Council (politicians and technical staff) and stakeholders in the Dublin Local Support Group, were involved.

### *The Concept paper for the Dublin seminar*

*CTUR Lead Expert Vittorio Torbianelli*

The subject "**Cruise Facilities and transport connection**" can be approached through the general concept of "**accessibility**".

Accessibility is a strategic tool to improve opportunities to develop cruise activities in port towns and to maximize the related positive effects. Accessibility and connections have to be analyzed from different perspectives according to:

- the role played by the connections and the transport systems – air transport, railway transport, road transport, public urban transport, etc. - in specific situations (for example, "home port" cases versus "port of call" cases; large cities versus small cities; etc);
- geographic scale and distance to be covered;
- the quality of the connections as perceived by the cruise operators and the different categories of their customers.

The "accessibility" issue deals both with **infra-structural aspects and organizational** ones: the latter are, of course, of great importance, concerning strategic aspects such as availability and quality of several services (e.g. transport services, information services, accessibility for disabled people, handling) and safety/security issues. Terminal facilities can be considered as an essential part of the connection, playing a key interchange role along the chain connecting the passenger ship to the town.

The connection issue is also related to other important thematic fields:

- the fundamental matter of governance;
- the attractivity of the port town for cruise operators;

- the urban heritage, if the purpose of connecting cruise facilities to the town is an occasion to activate urban redevelopments.

### **Why in Dublin?**

Dublin is a very meaningful place to focus the accessibility question. Important redevelopments which are of interest for cruise tourism (Docklands, e.g.) have been already completed and further development plans are being prepared (Poolbeg area, e.g.): **Dublin case studies** will allow us to examine the relationship between the selection process of the redevelopment areas and the "connection to the city" aspect, paying special attention to the planned investments in cruise facilities (terminals).

Other Dublin case studies in the programme will allow us to focus on interesting topics related – even if in an indirect way – to the connection/accessibility issue:

- the organization of thematic excursions for cruise passengers through the city (they are, in fact, peculiar "connections" which embody cultural contents);
- the role played by retail facilities in the port or urban areas, along the itineraries used by cruise tourists;
- the point of view of cruise operators about the new projects and the framework of governance adopted to manage the processes.

### **Further cases from partners**

The Dublin meeting will also offer the possibility to analyze further case-studies from the partner cities, dealing with port/city connections for cruise tourists.

The case presented by the City of **Rhodes** is exemplary: the presentation of a project for a bike lane network in the historical district, will provide the opportunity to examine, in general terms, what could be the role of the bicycle in connecting the terminal to the city and what are the main problems to be faced.

The case study proposed by **Istanbul** deals with the new plan for the development of the public transport network. It will be an occasion to reflect on how public transport services can support port/city connections, distinguishing among different situations ("cruise home port" cases versus "port of call" cases.). The topic not only refers to transport infrastructures but deals with organizational issues (cruise tourist

tailored ticketing, timetable, maps and information, etc.)

### **Other themes on the field**

More generally, the purpose of the seminar is to encourage discussion on what the word “quality” means when we speak about connections between port and city for cruise tourism. The presented case-studies and the following discussion could also offer the opportunity to begin to debate the opportunity to approach the accessibility issue through innovation and marketing-oriented and possibly low-cost/low complexity action plans.

This topic (“accessibility” and “connection”) will be handled using a “customer satisfaction” approach, which allows us to give emphasis to the expectations and requirements expressed by cruise operators and their customers, which decide about the port calls and routes. These requirements can be very different in different situations (type of destination, cruise market segment, etc.) and refer to many aspects of the “connection”: distance between terminal and other facilities, urban quality and vibrancy, perceived safety of the area, type and frequency of customized or public transport services, availability of information and user-friendliness of ticketing, etc.).

Many of these factors are not of a prevailing “hardware” nature; rather they concern organizational and marketing activities, which deeply involve different actors (e.g.: port au-

thority, cruise terminal managers, municipality, tourist public agencies and other tourism operators, public and private transport companies, etc).

The meeting also has the purpose to develop, among the partners, methods of collecting and analysing data to support decision makers involved in actions related to “city-port” accessibility.

In particular, we will discuss the opportunity to make use of parametric analysis and specific indicators to assess (also through benchmarking) both the level of connection (accessibility level) and the correlated customer satisfaction.

Finally, a specific focus on the cruise terminal facilities in the urban context will be proposed, with the purpose of discussing the role played by cruise terminals in supporting, on one side, the success of a cruise destination and on the other side urban regeneration processes. In particular, starting from some European experiences – see, for example, the temporary cruise terminal in Hamburg, built in eight weeks and managed by a pool of more than 40 stakeholders - a provoking statement will be proposed: cruise terminal facilities should be considered just as a component of a strongly flexible, customer oriented and integrated marketing mix of a cruise destination rather than the central investment.

## 1. Opening welcome speeches

The development of cruise tourism in Dublin is an objective in the City Development Plan, and also in the Economic Action Plan for the City Region. The coordination within CTUR between city planners and those developing cruise tourism in Dublin is important, and is already an important outcome for the project in itself.

**Emer Costelloe, Mayor of Dublin** welcomed participants from across Europe attending the Dublin meeting and also the members of the Local Support Group from Dublin.

Dublin is a fast growing cruise tourism destination. 80 cruise lines visited in 2008, the largest brought 4000 visitors, leading to a huge impact on the city. Considering the port as a gateway to the city: all need to work together to make sure that stopovers in Dublin are positive, with quality tourism services and products. The Docklands present an important cityscape for ships and visitors. The aim is to create new facilities as part of the CTUR project, to create an extra point of interest in the Docklands. Dublin City Council is represented on the Docklands. They have seen the transformation of the Docklands into an exciting gateway to the city, and want people to see a modern vibrant city. Any opportunities to improve facilities are welcome. There are new developments in Dublin docklands: a new bridge across the river is opening today, and two days ago the extended tramline towards the docklands area has opened, connecting the port to Heuston Station where the trains depart to the West of Ireland. Dublin is a vibrant and open city, especially promoting its connectivity.

Dublin welcomes the opportunities to work with other cities: Naples with its bay, the Helsinki Hernesaari project, Valencia developing its port and docks... all these experiences are

good for Dublin. They look forward to sharing experiences.

The Local Support Group includes all the key players, discussing how to better coordinate with each other. They are working together with all the stakeholders and the experience of the CTUR partners can only enhance their way of working together.

**John Tierney, Dublin City Manager** welcomed the group, highlighting several landmark buildings built in the docks area, such as the O2 music venue (formerly the 'Point Depot'), the new Grand Canal Theatre and the new bridge over the Liffey designed by Santiago Calatrava Valls.

**Gaetano Mollura, CTUR Lead partner**, expressed his hopes for important outputs from the project. Describing the changes in the network, Gaetano explains that the cooperation with the former Lead Expert and his colleague has ended, thanked Carine and Joseph for their cooperation, and welcomed the new CTUR Lead Expert Vittorio Torbianelli. The discussion on the Local Action Plans during the Dublin meeting would be an important opportunity to improve outputs.

**Vittorio Torbianelli, new CTUR Lead Expert**, thanked the Lead Partner and the other partners for the possibility to collaborate with them on CTUR, an important European Project, and expressed the hope to contribute in an effective way to the project, supported by the precious help from all the partners. Vittorio briefly presented himself, describing his activity as a professor of Economics (Maritime economics and urban economics) at the University of Trieste (Italy) – Faculty of Architecture - and as advisor on several private and public subjects in the field of urban strategies development, with particular reference to maritime transport issues.



Dublin port

## 2. Accessibility, the theme of the Dublin meeting

*Vittorio Torbianelli, CTUR Lead Expert, Professor of Urban economics in the School of Architecture in the University of Trieste.*

### **The theme of accessibility**

The word “connection” refers to the more inclusive term “accessibility” – in general it designates the ability to reach “resources” located on the territory. Accessibility is a key issue for any type of “spatial marketing” and can be considered from different points of view: some of them are strictly “objective” and quantifiable through indicators (e.g. transit time from a point to another, “market potential” in a given transit time radius, etc.), while others have a more “subjective” character (perceived distance on a mental map, psychological perceptions of the space, feeling of safety, etc.). A careful and multilayer “accessibility assessment” should be carried out and embodied in each plan or project referring to the development of cruise tourism.

The different features of “accessibility” (on different territorial scales or for different “market segments” or type of activities e.g.) are considered as very important factors by cruise tourists and consequently by cruise operators too. It is possible to handle this concept both as a useful “benchmarking tool” and as an effective “marketing tool” to allow a more qualified and focused promotion of the city among

cruise operators. CTUR partners face different challenges and situations and are interested in approaching the issue from different point of view.

### **What customers seek...**

*“What is the most economical transportation from the Miami FL airport to the cruise ship docks? Thanks.”*

*“We are going to San Juan PR via airline and need to get to cruise terminal, does anyone know of a public bus or can help?”*

*“We are taking a cruise from San Juan, Puerto Rico and don’t want to haul my 2 year olds convertible car seat for such a short cab ride ( to and from airport-harbour)*

*Anyone know how to request a taxi cab with a car seat from San Juan Airport?”*

*(Source: from the web!)*

### **Stimulating “Benchmarking” and “Communication” on “accessibility”...**

Could it be useful to carry on an “accessibility” self-appraisal and to better evaluate both the “status quo” and the potential improvements? Could it be useful to create a specific “communication” tool on accessibility to be used as a “city marketing tool” addressed to cruise

companies and tour operators? Yes, we think so...

The responsible bodies could be municipalities, in cooperation with other stakeholders, port authority/terminal infrastructure managers and local public transport companies; etc.). The products could be a part of a more comprehensive "urban marketing tool", aimed at producing benchmarking analysis and external communication tools related to:

- a) Tourism opportunities (in a broad sense)
- b) Availability of services
- c) Operational and economic key conditions for services ("one stop shop"?)
- d) Project and plans in progress
- e) Further information

#### **For (potential) "home port" cities**

*Accessibility to the "catchment area" for passengers*

- 1) General data on tourism in the city (annual visitors and duration; trends in recent years);
- 2) Accessibility to the air transport network relevant for the catchment area (data – destinations/frequency and population potential - compared with other destinations); indicators at European level; identification of potential catchment areas;
- 3) Private car accessibility (people living respectively in a radius of 1/2/3 hours driving by car) and type of road infrastructure (highway, normal roads);
- 4) Railway accessibility (people living in a radius of 1/2/3 hours by railway) and type of services available (IC, regional trains, etc.).

*Accessibility to the terminal*

- 1) Distance and average car transport transit time (also in peak hours/seasons) between main urban road infrastructures/nodes (ring, e.g.) and the cruise terminal;
- 2) (Nearest) car parking available at the terminal: pedestrian distance (or availability of shuttles); number of lots; type of parking (roofed/guarded); tariff per day/week; Evaluation of costs to operate a shuttle from the parking facility to the terminal. Please note that a short walking distance (max 100 m) between the parking and the terminal is required;
- 3) Availability of public transport services between the airport / railway station and the terminal; type of service (bus/metro/etc.; no stop/interchange); transit time; ticket-

ing user-friendliness; pedestrian distance between the public transport stops and the terminal;

- 4) Availability – and clear indication - of taxi services between the airport/railway station and the terminal at a "fixed price" guaranteed by local authorities; average transit time and on peak hour/season.

#### **For both (potential) "home port" and "destination" cities**

- 1) General data on tourism in the city (annual visitors and presences; trends in recent years);
- 2) Pedestrian distance and transit time between the cruise terminal and the most important "central places" of the city (selection of points: historic/touristic district /monumental area; retail district);
- 3) Availability of public transport services between the terminal and the core area of the city (the "gate" to the most animated area e.g.); distances and transit time on foot between the cruise terminal and the stops;
- 4) Road transport distance and transit time between the cruise terminal and the most central place of the city (gate to the pedestrian area); what are the resources to be exploited and costs for a feasible shuttle service (considering the round trip of the buses), with a maximum 10 minutes frequency?

#### **Accessibility on foot to the core (of the city)?**

What is the **state of the environment** along the whole pedestrian "path" connecting the cruise terminal to the a) pedestrian gate to the "city core"; b) the nearest bus stop or the dedicated shuttle stop in the terminal area?

#### **Check the situation, appraise it and set specific targets**

- Clear identification of the path (if necessary as a "protected" path);
- opportunities for disabled people;
- vibrancy" and urban quality of each visual segment along the way;
- status of maintenance of the pedestrian path and other visible paved surfaces;
- status of maintenance of buildings which are visible from the route;
- pedestrian flows and animation at different daily times along each segment of the way;
- adequate public lighting;

- portion of the pathway fronted by shops, workshops, dwellings (along any visual section of the way);
- existence of clear indications (distances, direction, etc.) in different languages at any key point along the way;
- number of intersections with main urban roads and existence of traffic lights;
- presence of noise and pollution (along urban traffic lanes e.g.);
- immediate visual interaction with the "city core" from the terminal area.

*Please note that a 7 minutes walk (around 500 m) through a "non core" urban area has probably to be considered as the maximum accepted distance by cruise tourists, in particular if the core area is not visible from the pathway.*

Do not forget the market... Cruise tourists have a choice: *Individual visits to the city or organized tours to the city (tour operators).* What is our market approach? What is the role and the decision power of tour operators? It is not just matter of "connection" but stakeholders should have a clear integrated strategy...

### Special Focus - The terminal

What is the role played by the cruise terminal facility in supporting "accessibility"? Surely, it is important, and the locations/projects should fully comply with a high level of "accessibilities" (in a wide sense). However, the "hardware" component of the terminal facility has not to be overestimated as an essential facility to launch an urban cruise tourism development strategy...

#### Questions to CTUR partners from the Lead Expert

- 1) Would you be interested in developing a CTUR **common marketing tool** to specifically **assess** and **promote** the "accessibility(ies)" issue for cruise tourism in your city?
- 2) Do you think that it is useful to produce a standardized **CTUR questionnaire to be submitted to cruise and tour operators** containing questions and information about the (different) relevant aspects of the "accessibilities" of your city?
- 3) How does your LAP deal specifically with "accessibility" and how accessibility (and possible accessibility improvements) is handled?

*Towards a "CTUR marketing handbook": we are ready to support and coordinate CTUR Members in developing an urban marketing tool aimed at beginning to face the accessibility issue. We could propose **guidelines to support a specific marketing focus on "accessibility"** which could be carried out by you with our assistance. These guidelines could be only the first section of **an integrated guidelines** system we are planning to prepare (as a "CTUR urban marketing handbook" focused on cruise tourism useful to the partners during the definition of LAPs)*

#### Discussion on the thematic presentation

*"Maybe a hand book of accessibility tools? To manage in a common way, for us and other cities." (Gaetano Mollura, City of Naples - Lead Partner)*

*"Target passengers but also to organise business transport for supplies: Rostock has examples". (Andrea Schubert, City of Rostock)*

*"In the planned 'Zona Azura' in Varna, i.e. 'Blue Zone': streets close to the terminal are cobbled, accessible only to city transport and taxis. Heavy traffic is diverted around the area. (Georgi Gilev, City of Varna)*

*"Agree to make an enquiry with tour operators. Need to give opportunities for passengers to access the city. However this depends on the good will of the operators, who are afraid that passengers will buy less on their ships... so 'we must be careful'..." (APDL)*

*"... On the other hand 'passengers have rights" (Gaetano Mollura, City of Naples - Lead Partner)*

*"The type of tourist has changed, younger and with families, they want to visit the city. Tourists will decide in the end." (AIVP)*

*"Balance between city and cruise operators 'ship owners do not want to consider passengers as tourists'. But the city needs to offer something as passengers are tourists. Ship owners want income and results." (Barbara Corradino, Naples Port Authority)*

*“The case of **Hamburg** (with its temporary terminals) is representative. When the new Hamburg Cruise Center opened in 2004, hardly anyone could have reckoned on the need for an extension by 2006. The cruise business is booming in Hamburg. The number of cruise ships calling and passenger volumes are both steadily increasing”.*

*“In order to ensure the long-term success of the Hamburg Cruise Center as a destination for the cruise industry, HafenCity Hamburg GbmH decided to build a second terminal. Within only eight weeks, a building of 50x24 metres with 1,200 m<sup>2</sup> of floor space has emerged. Certain criteria were stipulated for the construction of the second terminal. During the construction phase of the Überseequartier district until 2011, the two buildings need the flexibility to be relocated to another site. The terminal was therefore designed as a temporary structure which can be completely disassembled. The second building was conceived to complement the original one, which had been built using brightly coloured sea freight containers”.*

*“However, the Hamburg Cruise Center in HafenCity is only intended as a temporary solution, even with the current extension. The ultimate cruise terminal, as part of the new Überseequartier district, is scheduled for completion in 2011”. (Source: Hamburg Hafen Center)*



1. The Hamburg cruise terminal. PPT Vittorio Torbianelli



### 3. Focus on Dublin, the host city

#### 3.1 Dublin development projects

*Jim Keogan, Manager, City Planning Department, Dublin*

In 2006, the City Population was 505,739 (+2%), and in the Greater Dublin Area 1.66 M, which represents 39% of the national population.

The planning challenges for Dublin include:

- Sustainable Consolidation of the Central Regeneration Areas;
- Intensification of the Inner & Outer City;
- Knowledge/ Creative Economy and Maintain Competitiveness;
- Integrated Transport Systems;
- Sustainable Mixed-Use Neighbourhoods with High Quality Homes, to promote an Ethnically / Socially/ Culturally Diverse city;
- Developing Tourism as Economic Driver;
- The continued Regeneration of Docklands.

Faced with the challenge of urban sprawl, there is a need to intensify the urban area of the city. Dublin is now a diverse and multicultural city, and there is a need to ensure full integration, and to develop tourism as an economic driver.

The 2011-17 strategy is the Development plan: statutory and democratic, it includes a core strategy, allowing for the challenges to be met. This is a reserved function of the elected members of the City Council. It is difficult to achieve consensus at local level, for example the shape, form and density of development, but also its sustainability. It entails engaging with the public and the elected members.

Dublin Bay is an economic resource, an amenity resource and an environmental resource. The relationship between City, Port and Dublin Bay is 'vexed'. The port is a barrier between the city and the bay, and feels neglected. The bay has a potential as an amenity which is not harnessed enough by the city.

The axis of the city was formerly North/South, and has become East/west. The city is getting 'closer to the bay'. The bay is an economic resource, an amenity resource and an environmental resource. The bay may also evolve: with climate change areas previously under water could once again be under water!

Dublin is the main port of Ireland. The port is critical to the economy of the country: 50% of goods pass through the port.

Environment: scope for development is restricted because of special protection zones. The route around the Bay forms a necklace of villages, and is used for sailing, canoing and boating facilities.



2. Dublin Docklands development projects: slide by Dublin City

### The Dublin project with CTUR

**Connectivity:** the Port tunnel (completed 2 years ago, bringing Heavy Goods Vehicles directly to the port area) has changed the environment in the city centre 'dramatically' (including for bike traffic), by removing HGVs (Heavy Goods Vehicles) from the city between 07.00 and 19.00. Thus the Docklands are connected to the primary road system. The Luas light rail (tram) system has just opened an extension to the docks area. The new Samuel Beckett Bridge links the North and South sides of the docklands area of the city.

**Conservation:** for example, the O2 concert venue is located in a former warehouse dating from 1900. Another 19<sup>th</sup> Century warehouse has been converted for retail uses, and in Poolbeg the conversion of a former 18<sup>th</sup> Century hotel into a cruise terminal is being considered.

**Governance:** in Dublin the CTUR project is being run with the Port Company, the Dublin Docklands Development Authority and the City Council. Relationships are not always easy. For example, a hearing has been carried out on an application by the port to extend the port area into the Bay with 50 acres of land. The decision on this application will be made by the (independent) planning appeals authority. The CTUR project is an occasion to work together, and they look forward to a changed environment. The Port authority owns the land on which it operates.

Regarding the cooperation between cruise and ferry activities the two operations operate with different facilities. There are also issues

of health and safety, not to mix different forms of transport in the docks area. Cruise passengers arrive close to the city but still have to pass through or next to part of the port operations. The Local Action Plan will be about how to improve this interface between the city and the cruise terminal.

*AIVP suggests that it may also be possible to create places where people can see what is going on in the port area.*

### CTUR partners discuss port charges

*"In **Dublin** charges remain the same for all cruise lines: towage and goods handling etc."*

*"Once the **Matosinhos** is terminal is built, they will charge for passengers; cruise lines are interested in low port dues. For their first turnaround they charged €14 per passenger."*

*"For **Rostock**: it is not good to charge passengers, as cruise companies are interested in low port dues. Rostock charges €3 for arriving passengers and €3 for departing passengers, and lower harbour dues for cruise lines."*

*"In **Naples** cruise lines charge a lot for local tours. Passengers pay an 'all in' fee. Ship owners want passengers to be at sea for as long as possible."*

### Dublin Docklands Development Authority

In existence since 1997, the Dublin Docklands Authority was established by government to redevelop the docklands. It is a planning authority, recognising the City planning authority. The 'section 25' overlap allows the Dublin Development Authority to deal with planning, within the guidelines of the city plans.

The Authority took over warehousing in its area. Focusing on social and economic development, it has developed a social programme, focusing on the social first then on regeneration. Quay works are carried out by the Port Authority. There are no big ships in this area; a hotel is planned behind the Point depot, and there are plans to develop the North Lotts (currently a housing area).

The port must now apply to the City council for planning applications. The City has to provide access, water and sewage facilities.

### **Dublin tourism in context**

In 2008 there were **4 310 000** overseas visitors, amounting to spending of **€ 1 415M**, **83 cruise ships** with over **75 000**.

### **Dublin Port**

*"The port built the city before the city built the port"*

Dublin Port is now a private Limited Company (formerly state owned), with a 12 member Board of Management, 5 Executive Directors, and 158 employees. In total 4000 people are employed in the port. Cruise tourism represents 1% of revenue and 23% of profits for the Port. The port extends over 650 acres. 13000 vessels/year. In 2008: 29M tonnage. 3500 – 4500 are directly employed. 1.3 million passengers (excluding cruise passengers). In 1992: 6 cruise lines came to Dublin. In 1999 there were 80 cruise lines.

### **3.2 Thematic tours in Dublin City & linking with cruise operators**

*Fran Morgan, Managing Director, Excursions Ireland*

'Excursions Ireland' is in existence since 1994, includes ground handlers, retail, tourism bodies, transport bodies, in competition, and cooperation.

Ireland is a popular destination. When ships come to Ireland they usually come to Dublin plus one other port. The biggest attraction in Dublin is the Guinness Storehouse. Americans 'love Ireland'. Cruises provide a 'taster' of Ireland for (50% of) tourists to return. For repeat passengers there has to be variety of what is on offer. For the first time this year there was a 'turnaround' with 750 passengers. This was rated at 90% for a first time 'turnaround' by Princess Cruises.

The trade is targeted at cruise shows such as 'Seatrade' in Miami. Every two years they visit the cruise line executives. Within the industry a lot depends on personal relationships. With a port of call there is no need for a cruise terminal, but they need a reception facility. For a turnaround port, terminal facilities are necessary. 'If companies want a terminal they must invest'. It would be good to have a terminal, with multiple uses. Dublin hosts cruises from May to September, with ships up to 300 m. Regarding connecting cruises, there is no demand for this in Dublin. As a home port

most passengers come from Dublin, and some from the UK. The longer term aim is to get people to fly in for cruises. Coping with cruise lines wanting passengers to stay on the ships means that more varied tours (up to 20 choices) must be provided.

Accessibility in Dublin: in Dublin access is through the Alexandra Basin: out of season containers are stored there but at the start of the season they are removed. There may be up to 50 buses per vessel. It is a requirement for cruise companies to provide shuttles. They encourage small ships as well as large ones. During the Dublin Horse Show (annual event in early August) 'the world' comes to Dublin. Ships will berth close to the O2, upstream from the Alexander Basin, but may need tugs and pilots, for which there can be a charge.

### **Dublin city highlights include:**

- Trinity College and the Book of Kells (mediaeval manuscript);
- St Patrick's cathedral;
- Guinness Store House ;
- Jameson distillery;
- Dublin pub tours;
- Dublin Castle;
- National Gallery and national Museums

### **Other highlights outside of the city:**

- Malahide Castle;
- Powerscourt Demesne;
- Howth;
- Glendalough;
- Japanese gardens

Marketing: ports are the only ones to market to the cruise line companies. Up to a few years ago, Cruise Tourism was not recognised by cruise companies as no bed nights were involved. Then they recognised the potential importance of people coming back on return visits.

Six ferries arrive each morning so they can't use the same facilities for cruise tourism as the cruises arrive in at the same time (i.e. during the morning). Ferries come from Holyhead. Tara and RoRo are encouraged to use rail transport Destinations for RoRo are mainly the UK, and for LoLo: Portugal, Spain, Israel, Hamburg, Rotterdam, Le Havre...

### **The Poolbeg project**

Dublin city is responsible for regional sewage treatment. This needs to be expanded and is currently the subject of an Environmental Impact Study. The aim is to ensure the water

quality of Dublin Bay. There is a proposal for a new waste incinerator plant; however objections have been raised due to the scale of the plant. There are also coal and gas burning power stations in the area. Plans for regeneration of the area are being prepared by Dublin City Council and the Docklands Development Authority.

The buildings around the Pigeon House Harbour are important heritage buildings, including the former hotel building, as a long time ago passengers disembarked here and were shipped to the city as the river entrance was not deep enough for big ships. The area became a "final outpost" for the British military following the 1798 Rebellion. The City council is looking at a strategic view for the area.



3. The former Poolbeg hotel. Photo P. Geoghegan

### 3.3 Dublin Docklands Development Authority (DDDA)

*Loretta Lambkin, Marketing Director, Dublin Docklands Authority*

Dublin Docklands is a 1300 acre development in the former docklands area. The DDDA is a planning and development authority. A Master plan was drawn up for the physical and social regeneration of the area as well as sustainability: in Poolbeg this sustainability is a key theme. The Master plan allows for fast track planning: planning applications are processed within 4 months, so the 'physical rollout' of developments is fast. There have now been 12 years of development.

Key issues for the Docklands are: Sustainability, Transport, Arts/Culture/Tourism/Leisure, New Planning Schemes, Planning with Dublin Port, Family Living, Employment, Over €4 billion in investment.



4. Grand Canal Dock Theatre. Photo P. Geoghegan

The Poolbeg scheme for the area is for the next years; it is hoped to have a dedicated cruise facility there, near the former old hotel. At Poolbeg there is a plan for an area for a leisure and tourism hub. The existing area is dynamic and rich culturally.

Regarding tourism, different sections of the docks are developing:

- The International Financial Services Centre around Georges Dock, which also includes a retail area;
- O2 4000 seater venue, retail and leisure: people come here from all over Europe and from the West of Ireland;
- Building up retail business around cultural venues, in the Point Village;
- The Grand Canal Dock, with the Grand Canal Theatre seating 2000, shortly to open (on March 18 2010) with state of the art facilities for major shows.

There are also more old buildings along the riverside. The challenge is keeping restaurants and retail afloat: corporate business has plummeted but it has been important to keep what we have in the area. Two key events for the area are the opening of the new bridge and the extension of the Luas (light rail system). There is now a maritime festival and a Christmas market.

Other projects include a "wayfinding system": (information panels), using the waterfront, as part of the river regeneration strategy, a floating restaurant, water taxis and river ferries, and a new conference centre for 8 000. A big wheel is also planned in the Point Village next year.



5. New and old around the Grand Canal Dock. Photo P. Geoghegan

A big project for a 'U2 Tower', planned by a consortium and designed by architect Norman Foster has been postponed, and a 'Watchtower' project has also been postponed.



6. U2 Towers. PPT Dublin

Cultural regeneration also includes, for example, sculptures by Anthony Gormley and art installations. Housing is mixed use, for better sustainability, with 20% social and affordable housing. DDDA also contributes to the community through education projects, and to the East Wall Community Centre. Educational projects include a School Principals forum, Emotional Intelligence programmes, Psychological assessments, Therapeutic Crisis Intervention programmes and Literacy and Numeracy programmes.

To overcome the distance between Poolbeg and the city centre in future there will be a light rail system to Poolbeg and the Bay area rapid transit with an electrical bus; if the port area moves out of the city then the whole area could be redeveloped. There are also lots of listed buildings. The plan is currently in consultation with stakeholders, then final presentations will then be made to the Department of the Environment for consultation. All are making sub missions on the proposals. This is a long term proposal: over 30-50 years. Dublin

Port consider the existing location important. Part of the Environmental Impact Study entails looking at the implications of an eventual rise in the sea level.



7. Docklands Maritime Festival. PPT Dublin

*In Porto there is an urban renewal society, using structural funds: why not in Poolbeg? DDDA is a private body, as only certain projects can be funded in this way. This is at an early stage of development still.*

### 3.4 Cruise Tourism in Dublin

*Fran Morgan, Excursions Ireland/Cruise Tourism Ireland and Catherine Mc Cluskey, Dublin Tourism*

In 2008 there were over 4 million visitors to Dublin, amounting to an expenditure of €1.4 billion. 83 cruise ships visited, with 75000 passengers and €55M was spent. Operators include most major lines.

They attend exhibitions to promote Dublin to cruise companies, plus sales calls to increase awareness; they also working on obtaining turnarounds in Dublin. Providing tourism information on the ships before arrival in Dublin has also been a positive experience; the port facilities and the destination exceed expectations so many passengers will return as visitors.

Regarding shore excursions, Cruise Tourism Ireland look after the majority of cruise visitors in Ireland; 50% of passengers take a tour, with Dublin city the most popular. The other 50% are 'independent' and are shuttled to the city centre. However at present there is a lack of a designated drop off point in the city centre. Cruise lines make revenues from short excursions (more than from casinos and bars). Cruise Tourism Ireland operate in all ports of Ireland, marketing all the ports of Ireland together. The company has 6 permanent jobs, plus tour guides, chauffeurs etc.



8. Convention centre, Dublin opens late 2010. PPT Dublin

The 50% who go into town to do their 'own thing', take 'hop on hop off' bus tours for example. On the other hand some passengers remain on the ship rather than go ashore. Those that do go to town depend on the shuttle service provided. Many go shopping and/or visit pubs. Thematic tours include general tours, culinary tours, garden tours, horse breeding and history tours. The competition is from the UK: many cruises include Ireland and the UK as a package. Dublin Tourism facilitates the independent traveller. In Dublin there

is space for up to 50 buses alongside the cruise area but space is also needed for taxis and other cars.

The range of tours is decided in cooperation with the cruise companies, and then the operators decide on the final selection. When there is a lot of repeat business it is important to maintain interest with a good variety of tour options.

Operators are attracted through trade fairs, eg Seatrade, especially with a party on St Patrick's day (March 17<sup>th</sup>). In the Autumn they make sales calls, and market, in cooperation with Dublin Port. Heritage tours are organised, for example to Newgrange; also a lot of cruise tourists are Jewish and want to find their family history.

In general passengers do not know the cruise companies but rather the tour operators. Who does know the needs of the passengers? "Anything the cruise company requests we can give."

## 4. Case studies

### 4.1 Istanbul Metropolitan Development Strategy Plan

Metin Çancı, Logistics Coordinator

Istanbul has a population of 12M, of whom 7.5M live on the EU side and 4.5M in Anatolia. Transportation is 67% 'rubber tired' and 22% private cars, 8% railway and 3% maritime transportation.

Transport studies by the Japanese company Jica divided Istanbul into 400 zones, and interviewed users, families etc. Different zones had different characteristics; the main problem is the high level of use of private cars, so there is a need to increase the use of public transport; in addition since much of the centre of Istanbul is historical it is not possible to build new roads in this area. The result is to increase capacity and provide a refined traffic management and control system for a more efficient use of existing road capacity.

The cruise port is now on the EU side but possibilities on Anatolian coast are being studied. Cruise ships arrive every day, mostly from Ukraine. Cruise ships come to Istanbul on most days throughout the year, because this is a historical peninsula, with 500 years of history, with historical ruins from the Bizantium and Ottoman periods. Most tourists want to see St Sophia and the Bizantium period ruins. In 2010 Istanbul is European Capital of Culture. The water systems are very important, with over 100 km of water systems coming from the mountains. On the Anatolian side there are also many Ottoman examples.

As a major metropolitan city in, Istanbul has a great importance and a unique place due to its location, historical character and cultural background. It stands as a preeminent center of culture, tourism and trade of both the East and the West. Located at a very crucial point in Istanbul, and having survived many centuries as the sea gate to Istanbul, Istanbul Port will acquire different functions under the new project, and will add a new value to Istanbul as a center of culture, tourism and commerce. Istanbul Port is located at a very crucial point of Istanbul and has survived many centuries as the sea gate to the city. Istanbul Port will be the first example of the world where the cruise port and coast line development will be designed together.



9. Istanbul port PPT Istanbul

The piers of the Istanbul Port were built by the end of the 19th century. Previously, each agency had its own buoy and team of boatmen at the Port. In 1895, the first pier of 785 meters from Karakoy towards Tophane was completed. Today, warehouse buildings no. 1 and no. 2 are used as passenger lounges as backup for the inadequate capacity of the present passenger lounge.

Today rubber tyred transport consists of Metrobus, IETT Bus, Minibus, Dolmush (Jitney) and taxis. Rail transportation includes suburban railway, light metro, metro, tramway, funicular and ropeway. Maritime transport includes sea buses, city lines, international lines and sea taxis.

Transport to the port is via two lines close by: metro and light rail; it is planned to make an integrated ticket system between different modes of transport. Maritime transport consists of sea buses, city cruises and sea taxis; however this cannot compete with land transportation. The transport policy may extend to trans Bosphorous lines.

#### Sightseeing tours include:

- Short sightseeing tours to the historical centre, and to the seaside areas;
- Longer tours, to Anadolu Kavagi fish restaurants.

#### Port plans

Planners consider that the cruise ships spoil the views of Istanbul, so plan to move cruise ships to the Anatolian coast. Cooperation with central and local government is needed. It may be difficult to organise customs etc in these areas. In the end there may be up to 4 ports for cruise ships.

Replacing the existing transportation lines with better maritime transport to connect between terminals and increasing maritime transport from 3% to 8% is not possible, as the maritime speed is limited to 40km/hr.

There are very few turnarounds, and Istanbul is home port for only one line. With new infrastructure, Istanbul would like to become a home port, but infrastructure must change first, especially services. At present this is not given enough importance.

In addition access to the airport needs to be improved; at present access by bus from the city takes 1.5 hours, by metro bus 1 hr, by light rail: 1 hour. In the proposed new location these times would be reduced to 15 minutes by light metro as part of the plan.

### Strong points

For the first time cruise tourism is included in the master plan, so there could be new opportunities. However logistic transportation systems should also be considered as well. For example in the plans for the tunnel under the Bosphorus due for completion in 2013 logistics could use it at night time.

### 4.2 Rhodes bicycle network

*Moraitou Paraskevi – City Council of Rhodes*

This project was planned in 2002, and realised, in part, in 2009, with the help of funding from the EU, and more could have been obtained if more permits had been possible! It aims to provide an alternative mean of transport for residents and visitors, providing accessibility to all significant parts of the city. The project is located in the old historic port area, with the possibility to link the port to the city centre; a master plan is currently in progress, developing infrastructure, such as highway access to city centre, new highways, and shipyards. It is being prepared in the context of an overall city urban development strategy and port regeneration strategy.

Within the General Urban Plan the old industrial area at the south-east of the port is aimed to be developed as a secondary city centre. Within the Port master plan they will develop the infrastructures of the new commercial port, and other infrastructure projects, a peripheral city highway, a new marina and a construction shipyard.

The general **objectives of the cycleway are to** introduce an alternative means of transport for locals & visitors, to relieve traffic congestion and improve mobility and to contribute to

the environmental protection and sustainable development of the city. Specific objectives of the project are to integrate the bicycle network into cruise tourism, to provide bikes at the terminal for cruise passengers, to provide maps of the cycling network that would also indicate places of interest, and to integrate bicycles with other means of transport.



10. Bike station in Rhodes. PPT Rhodes

**The Perimeter of the action/scale** is the whole city/ 850ha. **Issues / problems faced** include the licensing process, different procedures for different parts of the city (Historical areas, archaeological areas and Waterfront areas ...), financing the project and gaining social acceptance. The **challenge addressed** is to achieve the City - Port connection.

Through CTUR the idea has developed to combine the cycleway with cruise tourism and plan eventually to cover the entire city.

#### **On your bike in other CTUR cities**

*In Helsinki cycleways are combined with vehicles, rather than with pedestrians as the latter slow down bikes.*

*Other suggestions...: bikes on buses? Rickshaws? Insurance? Unlikely*

*In Dublin there is a city cycle officer to promote cycle tourism. In Rhodes a cycle federation gave some guidance to the plan; electric cycles are also planned for the historical centre; in Rostock some cruise tourism organisers have their own bikes, up to 50 per ship.*

Phase A is in the historical areas; part a of phase A has begun and involves 9km of cycle wayslanes, in most significant and interesting parts of the city, and is scheduled to be complete by the end of the year. The main network is around neighbourhoods, the secondary network goes into the neighbourhoods. The cycle way gives access to the main his-

torical locations, e.g. the acropolis, archaeological sites, historical areas, sports ground and an old industrial area (including the temple of Isis). They are using many parks for the cycle route, to make it “interesting, easy and pleasant”. The total cycle way planned is for 40km.



11. Rhodes acropolis. PPT Rhodes

**Opportunities and constraints:** Cycling is dealt with as a leisure sport and not as an alternative means of transport. It is difficult to introduce cycling in the city of Rhodes that depends almost exclusively on private automobile circulation; there is a lack of experience in similar projects; also the licensing process is very complicated and time consuming. The project is also difficult because of a lack of communication with the population; there is opposition because in Greece people depend on their cars, so they are afraid of losing their parking places, so a new way of thinking is needed. **Achievements** include improving the connection of the port to the rest of the city for cruise passengers, spread-

ing tourists more widely into the local market thus confronting the problem of “guided” commerce. **General** impacts are environmental and a good example to locals.

**Achievements** include improving the connection of the port to the rest of the city for cruise passengers, spreading tourists more widely into the local market thus confronting the problem of “guided” commerce. **General** impacts are environmental and a good example to locals.

**Direct and indirect economic and social spin-off:** the project has led to better integration of cruise tourism in the economic and social life of the city.

They will have to inform cruise companies, and provide information on cycle hire to cruise companies in the cruise terminal. So far this is not included in the tours offered to cruise tourists, but why not? The bike system works with tokens. Bike paths are combined with pedestrians in some places.

The Project leader is the Municipality of Rhodes. Construction is by a private company, and supervision is carried out by the Municipality Technical Services Department. Funding is European and local. Decision-making process lies with the Municipality; the follow-up mechanism and evaluation are also carried out by the municipality. However there has been little communication to beneficiaries and other citizens. It has been difficult to gain social acceptance. A solution to these difficulties is to organise meetings with residents who are opposed to the project.

**Good practices:** the Cycling network, the Port facility for cruise passengers, reconnecting the waterfront and the port to the city, and sustainable city development. Bad practices and warnings include the lack of public consolidation, the time consuming and complicated licensing process, and a lack of cooperation between different departments/ authorities.

## 5. Events and Communication and Dissemination Update

### 5.1 The URBACT annual Conference

*Pauline Geoghegan, CTUR Thematic Expert*

The URBACT annual conference took place in the 'Factory', a converted warehouse in Stockholm. Participants came from URBACT networks, partners, thematic experts, residents, LSG members and other urban policy experts, to bring together the networks and learn from each other.

The one day programme included plenaries, workshops, 'café tables', a master class, but also a display of URBACT networks.

The opening Plenary included inputs by the Swedish Minister for Enterprise and Energy, the Director of policy development in DG Regio (European Commission) and the Chair of the URBACT Monitoring Committee. New URBACT networks and their lead partners were announced: Active travel network (Weiz), Bring up (Dunkerque), CASH (Echirolles), ESIMEC (Basingstoke and Deane), EVUE (Westminster), Historicentres (Faenza), Integrow (consortium), LINKS (Bayonne), OPACT (Leoben), Roma-net (Budapest), SURE (Egar), TOGETHER (Mulhouse) and URBENERGY (Avrig). The new URBACT working groups are: Common Sense (Gelderland), Sha.ke (Venice University), UrSEnE (Bucharest).

Workshops were organised on a wide range of topics common to several networks, such as Innovation and creativity for sustainable urban development, Preserving or creating urban identities, Active inclusion across generations, Developing a fruitful dialogue with Managing Authorities of Operational Programmes on Urban policies, the Local impact of territorial cooperation, Deprived neighbourhoods, housing estates, abandoned sites: new practices in urban regeneration, Cities' contribution in improving human capital and entrepreneurship, Functional urban areas- Building appropriate governance models, and Cities responding to the crisis Implementation of the Leipzig Charter: Cities' challenges and achievements.

The **URBACT European Café** gave network partners and experts the opportunity to have a discussion in their respective languages on issues common to several networks from the same country or linguistic area on single language discussion tables, concerning Local Ac-

tion Plans: what are the barriers, how to overcome the barriers, the benefits of transnational exchange activities to policy making at local level (LAP), and how can Managing authorities, ministries, URBACT, Commission support development of Local action plans?

**A Master class on Local Action Plans** addressed the contribution of Local Support Groups (ULSGs) to the preparation of Local Action Plans (LAPs), the sustainability (in this case meaning 'durability') of Local Action Plans, and the added value of Local Support Groups to the URBACT programme.

The Master class on was facilitated by Jez Hall, a UK-based freelance consultant specialising in community empowerment, and Yves Sintomer, Professor of Sociology at Paris VIII University, with representatives from Komotoni (Greece), Kielce (Poland), and Gothenburg - Hammarkullen (Sweden).

Some learning points on Local Action Plans were positive, such as the capacity of the local members of the ULSG to articulate the needs of their own communities, establishing clear links between available financial resources and the priorities agreed in the Local Action Plan, embedding the shared solutions in the mainstream activities of each organisation, and using the LAP as the vehicle to organise funding bids. Changing thinking is important. The importance of harnessing forces from the political, institutional and community 'worlds' if integrated urban development is to become a reality'. ... 'building Europe from the bottom up'. 'Success depends on bringing together appropriate stakeholders who share ownership of the challenges and responsibility for devising and implementing effective solutions in line with the best European practice.

**Some of the challenges faced in developing Local Action Plans include** keeping local decision makers on board and to persuade them that all LSG members need to do some real work towards the preparation of the Local Action Plan, overcoming jargon, to find ways of communicating with stakeholders, and to generate and maintain enthusiasm, all tasks requiring 'smart' and sensitive leadership. Success depends upon bringing together appropriate stakeholders who share ownership of the challenges and responsibility for devising and implementing effective solutions, get-

ting people to overcome their reservations and get talking', building awareness that we all have common needs, to shift the focus from you to we'... 'the mark of success will be the adoption of the local plans by local councils and the board of other participating agencies'. Attending the next annual conference (during November 2010 in Belgium) is recommended, as it is good to see what others are doing, the opportunity to share the experience of the CTUR process, networking, and networking...

## 5.2 Communication and dissemination update

*Gaetano Mollura CTUR Lead Partner*

The Lead Partner summarized the tools to disseminate and communicate the CTUR results including some new proposals to get feedback from the partners. By website and specially improving the use of AGOORA' private web space: some description how to use it.

The work plan of the CTUR network has planned several outputs by July 2011:

- Final outputs, such as the final report, the CTUR 'pocket' and the travelling exhibition of the Local Action Plans that will be realized during the network activity by the partners;
- Intermediate outputs : 3 thematic papers , the first in March, the second in June and the third in November.

Beside the above outputs, the Lead Partner has proposed some new initiatives such as a newsletter that will focus on the host cities of the CTUR meetings and in this we will try to include two interviews with the same question to the politicians representing the city and to the representative of the Port Authority: it will be an important tool at international level to disseminate CTUR through the promotion of the city in the framework of the CTUR Theme and at the same time it will be a tool to promote and disseminate at local level (maybe the city could translate it in a local language) the activity of the city in the framework of CTUR; another initiative will be a newsletter that will be where there is a presentation of the CTUR thematic network and the partners involved.

## 6. CTUR Local Action Plans

*Update on local Action Plans in CTUR partner cities.*

### 6.1 Helsinki Local Action Plan

The Master plans for the Helsinki West harbour area includes 2 terminals, for ferries and cruise ships. Hernesaari area, which is location for the cruise piers in former dock yard area, is now mainly in use of small businesses and warehouses. There are no services for the locals or the passengers except from a small gift shop in a warehouse.

Short term solutions for the next five to ten years are being sought to enhance former industrial area to the use of leisure and tourism before area is to be turned into a residential area for 4600 new residents and 2000 workplaces focused on leisure and tourism.

The Local Action Plan is based on three themes to profile Helsinki as a cruise destination

- Open Helsinki;
- Design Helsinki;
- Eco Helsinki.

The focus is on

- Connections from the terminal to the city;
- Attractiveness of the port and the surrounding area;
- Services to passengers and the locals.



12. Passenger terminal in Helsinki. PPT Helsinki

Proposals

- Campaigned short term orientation system exclusively for the cruise passengers from port to the city centre;
- Temporary improvements of the quality and services of area and the nearby sea side

park to also attract locals to the area including piers, swimming, saunas, fishing, boats, extreme sports etc.;

- Re use the old railway as a bicycle path to the city centre;
- Waterbus service to link port to the city centre;
- Logistics plan for the harbour area: One gate for cruise passengers to enter the pier area in order to create an information and service centre for passengers and a drop off place for the shuttle service, taxis, city buses etc.;
- Re use of existing warehouses and promotions of various cultural events.

Environmental art project to attract tourists from the ship to the sea shore.

Information of the existing attractions in Helsinki is needed before the cruise begins. Internet pages at the moment don't give enough information and even after improvements face to face information is needed at the port. Also new thematic tours, for example to high schools, dockyards, graveyards etc. are being organized and marketed in the future.

Helsinki's nomination as 'World Capital for Design' will be a boost for the user orientated design of services.



13. Helsinki model of new terminal. PPT Helsinki

**General discussion re LAPs:**

*Some small like the project in Naples to go into schools to talk about the port: opens young people to get to know their port;*

**Gaetano Mollura** needs to know

- Your schedule for the LAP development over 12 months
- Your outputs
- Your communications plan

*What will we have by June 2010?*

*During the AIVP meeting in Ajaccio in June CTUR will have a workshop, so what can we present there?*

*Marianne: we need to say with whom we want to work, beyond the city?*

## 6.2 Rostock Local Action Plan

Now that the old city centre has been renovated more cruise passengers stay in Rostock. In the inner city port wharfs have been developed into shops, offices, pubs etc... They are now looking at the possibility of bringing smaller ships into the inner city harbour, such as 'tall ships', mega yachts and small cruise ships. They are planning SMEs to serve small ships whilst maintaining security needs. There is a need for theatre, museums etc in the inner city harbour. Decisions are needed soon.

Smaller meetings are taking place and they have negotiated with the Baltic Institute to have a large conference in spring. The Local Action Plan will be about the options for development, including plans for the inner city harbour. The Mayor is a member of the Local Support Group, so there is good political support for the project. The Managing Authority knows about the project, and supported the Baltic Institute to develop a maritime strategy. Outcomes will depend on the economic impact of the project. This will soon be known. Several city departments are involved. Should this not be feasible, then the possibility of bringing the maritime museum to the old harbour will be considered.

## 6.3 Dublin Local Action Plan

### The Local Support Group core members

- **Dublin City Council (Lead organisation)** is a democratically elected organisation governing Dublin City. It is the largest local authority with 52 elected Representatives. The Council is responsible for providing over 500 services to the citizens of Dublin;
- **Dublin Docklands Development Authority** established by the Government to secure the social, economic and physical regeneration of the 520ha Docklands Area of the City;
- **Dublin Port Company** is a self-financing, private limited company wholly-owned by the state, whose business is to manage Dublin port, Ireland's premier port Established as a corporate entity in 1997.

The overall goal is to develop a strategy for the development of Cruise traffic and urban regeneration of city port heritage as a key for sustainable economic, social and urban development.

### Connected plans

- Dublin City Development Plan;
- Dublin Docklands Area Master Plan;
- Dublin Port National Development Plan;
- Draft Poolbeg Planning Scheme;
- North Lotts Planning Scheme;
- River Liffey Regeneration Strategy;
- Dublin Bay: An Integrated Economic, Cultural and Social vision for sustainable Development.

#### The stakeholders

- Dublin City Council;
- Dublin Docklands Development Authority;
- Dublin Port Company;
- Dublin Tourism;
- Dublin City Business Association;
- Failte Ireland;
- Private Business interests in Port Area;
- Dublin City Chamber of Commerce;
- Local Resident Groups, Local Recreational/Amenity Bodies;
- Dublin Transportation Office;
- Dublin Regional Authority;
- Dunlaoghire Rathdown County Council, Fingal County Council;
- Railway Procurement Agency.

#### Objective 1 of the Dublin Local Action Plan: transforming, regenerating, adapting the physical and environmental components of the Port

- Action 1.1: Linking the Dublin Port with the City;
- Action 1.2: provide destinations that complements the existing Port to promote its vitality (Provide for cultural occupation, public art spaces, amenity spaces, year-round water related activities, Events, festivals and markets (temporary and permanent);
- Action 1.3: protection and enhancement of port buildings heritage.( Refurbish and re-use historical industrial building in the Port area and the possibility of integrating contemporary architectural solution in line with best conservation practice. Possible section 57 of the Planning and Development Act).

Regarding building links within the city: for example since September 2009 there is now a successful bike rental system in the city which is extended as far as the port area. Currently there are 450 bikes and 40 bike stations, with

the station at the Customs House Quay (close to the city centre) the busiest. There are also plans for an East-West cycle path and footpath. There is a water taxi service, currently from the O2 centre to the Customs House. It is hope to extend this to the Port area too. Urban parks, for example Bull Island in the North of Dublin Bay, help to provide amenity.

#### **Discussion with CTUR partners re location of the port:**

*In Poolbeg (Dublin) the port is the main landlord. The advantage of building on poor land would be to avoid urban sprawl.*

*In Matosinhos the present location of the port is important for the region. So a compromise is needed between port and city. Maybe the port does not need the growth, maybe the population will not grow. There is a temptation to look at the beauty of the city rather than the economy. For example in Matosinhos the locals don't like the refinery.*

*In Dublin they know that Dublin needs a port but environmental standards mean difficult compatibility. If there is a decision to change /move this will be for the long term. The city has no control over the port; the government must take the decision to move it. In the interest of the needs and constraints of the city it must look at change. In the short term small projects, then dialogue on next steps to have a protocol plan. Employment in the port amounts to 3 000, and 20 000 in docklands. The DDA lands are the former lands of the port authority.*

**Protection of heritage**, for example a 1875 warehouse on the quays was converted in the 80s to become a major concert venue (formerly "the Point", now known as the O2) for most big concerts in Dublin. This new use has protected the building, and it is hoped to do something similar in the Pigeon House. Section 57 of the Planning & Development Act states that anyone who owns a protected building can ask for an assessment of what they can or cannot do to a building.

There is now a proposal for a large extension to the port, except for cruises, over a long time period (50 years?). There is also a plan to move the port 35 Kms to the North of Dublin. The question arises as to whether the port is a barrier or a link for the city?

The port is critical for the city. EU directives on natural habitat constrain the port and the amenity use of the bay. In the planning of the city there is a lack of consensus as to where the port should go, so they need to plan a

framework for the economic and environmental resources of the port. There is also the high level of danger involved in placing oil storage areas close to the residential areas.

3 scenarios are involved: No relocation, Partial relocation or Complete relocation, but inner city land prices are high.

Another action will entail extending the Dublin bike scheme to the port area. At present there are over 16 000 subscribers.

CTUR is a unique chance to sit down and discuss with other stakeholders: a 'new form of dialogue'. They have short term operational objectives with long term dimension. At present there is no consensus on how the city, port and the bay relate to each other. There are three options: no relocation of the port, partial relocation, or complete relocation; however land prices are high. Most of the land at Poolbeg is owned by the port. An advantage of building on port owned land would be to avoid the city sprawling any further. They know Dublin needs the port but environmental standards mean difficult compatibility. In any case the government must be involved in any decision to move the port. The plan is to start with small projects then dialogues on the next steps. Decisions will have to depend on national plans as well.

Regarding the use of water taxis they want to link the timetables with the arrivals and departures of cruise ships.

The aim of the **Local Action Plan** is to plan actions with short and long term objectives, integrating regeneration, employment and services. They will then carry out a feasibility study of re using the Poolbeg former historical hotel building. Regarding the heritage in the area, an inventory of historical buildings will be done.

#### **6.4 Matosinhos City Council and the Port Authority of Leixões APDL - Local Action Plan**

##### **The Managing Authority**

*Fernando Gomes - CCDRN – North Regional Coordination and Development Commission - Managing Authority*

The North 2015 Strategic priorities include:

##### **I. North I.TEC**

Technological intensification of the Region's economy through traditional industries, by means of the significant increase in the importance of industrial activities that are currently

emerging, and through the development of a platform for providing high value-added services

##### **II. North S.CORE**

Guarantee the competitiveness of the Region in a sustainable manner by developing its systematic aspects, promoting quality instruction at all levels and processes of continuous training and lifelong learning and raising the qualification level in the Metropolitan Area and main medium-sized cities that make up the regional urban system.

##### **III. North E.QUALITY**

Foster an inclusive society and territory, improving equality and citizens' access to the main goods and services, renovating rundown zones of main urban centers and rural areas undergoing strong population decreases and valorizing area resources.

The "**Regional Pact for the Competitiveness of North Portugal 2007-2013**" involves the dynamic promotion of the Action Programmes in *15 Priority Agendas* –R&D+i, Internationalization, Valorisation of Regional Clusters, Employability, Regional Competitiveness Support Services, the Urban System and Sustainable Rural Development. It has specific agendas on Innovation, Sea, Tourism, Mobility, Creative industries, Entrepreneurism, Environment, Energy.

The regional Agenda for Tourism highlights the importance of Nautical tourism, specially the Cruise Terminal at Leixões which will increase the number of tourists in the Porto Metropolitan Area.

The regional Agenda for Mobility, Transports and Logistic focuses on the development of fundamental infrastructures for the strengthening of touristic and scientific "hardware" of the North region.

The Regional Agenda for the Sea includes 10 strategic lines for development: Line 5 promotes the Development of the *Sea Cluster*, Line 6 reinforces research areas in sea sciences, promotes entrepreneurship with a strong linkage to the Sea Economy, Line 7 supports maritime transport with a special focus on the Cruise Terminal.

Governance is by a Lead Expert, a Steering Committee and the Regional Council for the Sea. The operational programme includes competitiveness factors - "compete" , and strategies for collective efficiency.

The Sea Cluster – Economy and Knowledge. OCEAN XXI is a partnership between private

and public institutions of the North and Center of Portugal. Main Projects include the Cruise Terminal at Matosinhos, the Science and Technology Park of the University of O' Porto – UPTEC, Panthalassa and ECOMARE.

#### **The North 2015 vision**

*"The North Region, in 2015, will be able to generate an amount of tradable products and services that may lead to the convergence at European level, assuring sustainable economic growth, employment increase and promoting, by this means, the economic, social and territorial cohesion."*

### **The Regional Programme ON.2**

Under Priority Axe 2: Economic Valorisation of Specific Resources; Specific Objective: Economic development of new uses for the sea.

#### **6 Priority Axes: Financial Distribution**

Priority axes	ERDF	OP %
1. Competitiveness, innovation and know how	786.645 M€	29.01%
2. Economic valorisation of specific resources	280.000 M€	10.33%
3. Environmental and territorial valorisation and qualification	770.000 M€	28.40%
4. Qualification of urban system	645.000 M€	23.79%
5. Regional institutional capacity building	141.872 M€	5.23%
6. Technical assistance	88.129 M€	3.25%
<i>total</i>	2.712	100%

- July/2009: Call for infrastructural proposals towards to the development of the Sea Economy and Knowledge at the Port of Leixões regarding the Cruise Terminal at the Port of Leixões and the Science & Technology Park – UPTEC. Total Budget: 25.500.000€ ERDF;
- July/2009: Call for infrastructural proposals to the creation of an Entrepreneurism Incubator for industries with a technological approach over the Sea Economy. Total Budget: 500.000€ ERDF;
- November/2009: Call for infrastructural proposals towards the promotion of Scientific & Technology projects/enterprises identified in the Cluster of the Sea . Total Budget: 6.500.000€ ERDF.

### **The Matosinhos Local Action Plan**

The Matosinhos Action Plan concerns the New Cruise Terminal of Port of Leixões.

**The problems include** lack of infrastructures to improve the cruise activity at Port of Leixões, given the ever-longer length of the ships, lack of private sector initiative, insufficient promotion of the touristic potential of the region, lack of logistical conditions to host the cruise passengers, Shipping Agency difficulties to attract global players, degraded areas at Matosinhos, no package tours for the cruise passengers who choose to visit independently the city of Matosinhos.

**Effects:** Lack of tourism dynamic at the City of Matosinhos, and Small Cruise Ships.

**Management.** Support Local Group Members include **APDL (Port Authority)** - Management of the port of Leixões and the Maritime Public Domaine, the **Municipality of Matosinhos** - Local Administration, **ADETURN** - Turismo Norte de Portugal - North of Portugal tourism promotion, **CCDRN** - Coordination and Development of the North Region of Portugal, **Oporto University** – University, the **Superior School of Art and Design of Matosinhos** – University and the **Association “O PEIXE À MESA”** – Local (Matosinhos) association of restaurants

Maritime Infrastructures: a new Cruise Quay for vessels up to 300 meters length; the building area; a Nautical Recreational Port for 170 vessels with the essential support services and parking areas. Application Form Value: 20,8 million €

**Terminal Building.** A Passenger Station building for transit cruise liners or turnaround cruise vessels, which will also include the Maritime Research Centre, in promotion by the Oporto University. Application Form Value: 28,9 million €

Cooperation Agreement on 19 February between APDL (Port Authority), the Municipality of Matosinhos and Oporto University. A recent Development has been the Contract established on 29 September 2009, within the application form preparation, between APDL (Port Authority) and Porto University.

#### **Action Progress Indicators:**

- Feasibility Study and Definition of the Business Model for the New Cruise Terminal of Port of Leixões concluded;

- Maritime infrastructures in progress since October 2009 (we expect to conclude the maritime works in May 2011);
- Building execution project in revision (we expect to begin the Building works in August 2011);
- Application form to the European Community Funds done (we expect an approved community funds rate of 51%, totalizing 25,5 million €);
- Negotiation on going with Portugal Tourism Institute for the introduction of the Cruise Tourism in the Touristic Promotion Agenda of the North Region.

#### Results Indicators

- 38 Cruises more per annum in Leixões;
- 68 thousand Passengers more per annum, generating about 10 millions € of positive externalities;
- 17 thousand Nautical Passenger more per annum, generating about half a million € of positive externalities;
- 38 thousand Crews more per annum, generating about a million € of positive externalities;
- 210 new direct jobs;
- Within the new business incubator, in twelve years, we expect 1700 new jobs.

#### Cruise Atlantic Europe

- Feasibility Study of the Tourism Products related with the Cruise Market in the Atlantic Area is in conclusion;
- Marketing Plan at a local level on going  
APDL is preparing this Plan with the municipalities of the Oporto Metropolitan Area, including the Matosinhos Municipality.

And

We have already negotiated ten new calls for the New Cruise Terminal for the first year of the project operation (2011).

#### 6.5 Trieste Local Action Plan

The Trieste Local Support Group will meet after the Dublin conference. Other departments are being mobilised also.

#### 6.6 Rhodes Local Action Plan

The draft Local Action Plan has two objectives: heritage and the social and economic effect of the crisis. Despite concrete warehouses it is now only a cruise port. It is sur-

rounded by archaeological remains. There is also a project to build a museum, and re use a former industrial area (power plant and warehouses). It is an area for the city port connection. A master plan is needed. Other plans include redesigning the square in front of the gate to the mediaeval city and rediscovering waterfront archaeological sites.

Cultural routes in the city connect the port to other areas. Schools are involved: students give idea on architectural solutions. Waterfront road for pedestrians: there is already a wooden pathway along the seafront, and they hope to fund the completion up to the port area. Funding for these activities is still not known. Learning from the exchange: communication is vital in all such redevelopment projects, not only in Rhodes. Improving services can involve information points, such as in Helsinki and in Dublin.

#### 6.7 Istanbul Local Action Plan

The aim is to connect the cruise port and urban regeneration. They have just finished making this request to the central and local governments. They also are trying to involve private bodies in the project, even to sell private buildings. A marketing study may be needed. There is also a municipality site in the approval phase. The Zahari project is owned by private individuals: established foundations for the area. However there is a high risk of earthquakes. They are discussing with special interest groups about contributing to cruise tourism.

#### 6.8 Varna Local Action Plan

The aims are:

**To improve attractiveness:** Varna is not using its full capacity as tourist destination, as a destination for relaxation, for historical and cultural tours. These are all equally important. They are removing the existing commercial port to Varna Lake. Existing passenger port and passenger yachts, and relaxation area.

**To improve infrastructure:** short term 'blue zone' (controlling parking and traffic) is under way.

The **historical aspect** to be developed: planning to restore remains. Archaeological museum containing the oldest gold.

**Summer festivals:** folklore, film... all backed by a media campaign, linked to the historical significance of the location (vampires etc).

### **General Strategy for the Local Action Plan**

Our General Strategy could be described as a development planning line directed towards improving of the urban conditions within the area of the port of Varna. The Main objectives are as follows: Clean environment; Improving the port facilities for accepting passenger vessels and yachts; Improving the tourist attractiveness of the port; Transferring the industrial port activities out of the city limits.

### **Specific Planning, Legislative and Official Documents**

Our LAP is based on the following documents: The Law of the Maritime Area, Inner waterways and Ports in the Republic of Bulgaria; The General Construction Plan of Varna; The memorandum signed between Bulgarian Port Authorities and Municipality of Varna; The National Strategy for Port Facilities Development of the republic of Bulgaria.

### **Actions in hand**

#### **Objective 1: improve the tourism attractiveness of the port of Varna**

- Action 1.1 development of the existing yacht port and passenger terminal of the port of Varna;
- Action 1.2 development of different amusement centres and transport lines leading to different historical museums and tourist resorts in the vicinity of Varna.

#### **Objective 2: examining and popularizing the possibilities of the old commercial port for urban regeneration**

- Action 2.1 discussions on turning part of the port into a yacht and passenger terminal;
- Action 2.2 Examining the possibility for building different tourist centres around the port of Varna East.

#### **Objective 3 : maximize the economic and social effect of the cruises**

- Action 3.1 Development and discussions of a new general city plan for Varna, including urban regeneration of the old commercial port of Varna East;
- Action 3.2 creation of numerous shopping centres and tourist attractions around the port of Varna.

### **Subjective Evaluation**

At this stage the Local Actions will be carried on by the local actors independently from the CTUR project.

### **Sharing the LAP idea between the LSG members**

No specific sharing has been done – Everyone that has an idea on any subject is involved in the Local Actions. Everybody is playing on every position.

### **Special Contribution to LAP**

Most active LSG members so far are Georgi Gilev, Maia Tzvetkova, Liudmil Ikonov and Anastas Krushev.

### **6.9 Naples Local Action Plan**

The Local Action Plan of Naples is within the so called “Grande Programma Centro Storico UNESCO (Great Programme for the UNESCO Historic Centre)” financed by the EU Funds for 2007- 2013. The plan is divided in 4 strategic areas and one is down town in the city near the port: the area of the CTUR Local Action Plan.

During the call for proposals the political as well as the technical committee of the City Council of Naples called several meetings with the key stakeholders: university, builders, and business/crafts associations in the way to have a presentation of the proposal in the way requested by the European Commission and Managing Authority, i.e. and integrated approach! The City Council received proposals regarding the area of the CTUR Local Action Plan. Now there is a work of the evaluation of these proposal and we will work with the proposal that will be accepted for their implementation in connection with other actions foreseen in the “Great Programme for the UNESCO Historic centre”, 19 projects financed by ERDF Funds 2010 2013 and other actions that we (as Urbact Local Support Group) will build up with the different stakeholders: the results will be a wide local action plan within a short, medium and long term vision of the revitalization of the historic down town area. The implementation of the Local Action Plan of the historic centre down town of Naples has 2 important pillars defined by a “bottom up” process considering the cultural and economic resources of the area (historical handcrafts):

- Goldsmiths activities;
- Textiles activities.

The University of Naples is one of the key stakeholders in the CTUR Local Support Group for the preparation of the Local Action Plan. In this framework the first traineeship

has been organised with 20 students at the last year of Architecture Faculty, for one month of work. The idea of the cooperation with the University is to have scientific support from them on the implementation of the Local Action Plan and at the same time to give them the opportunity of CTUR to involve the students in their academic path in the activities of CTUR Network: thematic, cooperation, implementation LAP through a confrontation with real stakeholders and problems of the city. The revitalisation of the area will improve the attractiveness and the offer of design hand-crafts can be a way to connect the port and attract a special urban tourism of the Cruise passengers.

### **Naples Local Support Group**

Three Thematic meetings have been organized with all departments of the Municipality useful to define a City Council as main stakeholder of the Local Action Plan. There are components of the Local Support Group composed of internal stakeholders (City Council of Naples – political and technical members) and external stakeholders (public and private members).

The Port Authority of Naples, CTUR partner, is the main stakeholder and key actor in the implementation of the Naples Local Action Plan. The big challenge is to have a final proposal for a Local Action Plan that will include city and port areas in a general strategic development of the waterfront giving opportunities of employment, especially to young people.

### **Next steps on the Local Action Plans**

Vittorio proposes that each partner sends a strategic description of the LAPs, of 3-4 pages, with a map and images.

#### **General discussion re LAPs:**

*Some LAPs can be small, like the project in Naples to go into schools to talk about the port: opens young people to get to know their port;*

#### **Gaetano on the LAPs**

*Need:*

*Schedule over 12 months*

*Outputs*

*Communications plan*

*During the AIVP meeting in Ajaccio in June 2010 CTUR will have a workshop, so what can we present there?*

## 7. Financial and administrative issues updates

### CTUR phase I: Financial closure

Certified expenditure						
	Naples	Varna	Matosinhos	Alicante	Rhodes	Total
Expenditure certified	16.767,51	954,56	846,00	1.489,73	759,14	20.816,94
Share on Budget 2.973,85 €	3	1	1	1	1	7
Expenditures subdivided according to the quota calculated	8.921,55	2.973,85	2.973,85	2.973,85	2.973,85	20.816,94
ERDF amount	7.137,24 (80%)	2.379,08 (80%)	2.379,08 (80%)	2.081,69 (70%)	2.081,69 (70%)	16.058,80
Local co-financing	1.782,31 (20%)	594,77 (20%)	594,77 (20%)	892,15 (30%)	892,15 (30%)	4.758,14
A – E ERDF reimbursement	14.983,20	359,79	251,23	597,58	- 133,01	16.058,80

\* Share of expenditures equally subdivided for each partner (20.861,94/ 7) = 2.973,85 €

1) As soon as Naples receives the ERDF reimbursement by the Urbact Programme, it will transfer the ERDF refunding to each partner as follows:

Varna: € 359,79;

Matosinhos: € 251,23;

Alicante: € 597,58;

Rhodes: € 133,01 (to simplify the amount will be in charge of the city of Naples).

2) After a first check of the expenditures certificates, the financial manager of the URBACT Secretariat noted that the checklist attached to the certificates of expenditure of some partners do not contain sufficient detail. For example:

#### Varna:

- Point 7.4: the FLC should ask the project partner to provide evidence that the mechanisms are in place to avoid double funding;

- Point 7.10 and 7.13 should be stated that no costs were incurred in this category.

#### Rhodes:

- Point 7.1: separate accounting is necessary to ensure costs are directly linked to the project this should be checked with the project partner.

**Partners will receive these remarks by email, so they can modify the checklist for the next certificates.**

#### CTUR Certified expenditure for Phase II

An example on how to insert expenditure in Presage:

1. Put the data of the invoice document (number, issuer, data and so on);
2. Choose the related CTUR work action plan;
3. Choose the expenditure subcategory.

2.1 Kick off meeting seminar and six Thematic seminars on Integrated approach of harbour / urban areas projects, cruise traffic and

**General coordination and project management**

- 1.1 Project coordination and administrative/financial management of the network
- 1.2 CTUR Steering committee
- 1.3 Participation in training measure and events at Programme level

**Exchange and learning activities**

- 2.1 Kick off meeting seminar and six Thematic seminars on Integrated approach of harbour / urban areas projects, cruise traffic and
- 2.2 Two Annual International Thematic Conferences (2009, 2010) - on selected topics of specific relevance for all partner cities
- 2.3 Eighth seminar (4th quarter of 2010) - Steering Committee, Experts and Managing Authorities workshop
- 2.4 Ninth seminar (1st quarter of 2011) - Final conference

**Impact on local policies**

- 3.1 Setting up and animation of an URBACT Local Support Group (ULSG) by each project partner
- 3.2 Production of the Local Action Plan

**Capitalisation process at programme level**

- 4.1 Participation of CTUR Lead Partner and Lead Expert to the thematic Pole (TP) activities
- 4.2 Participation at URBACT Annual Conferences and Programme Events
- 4.3 Participation on Annual International Thematic Conferences on specific topics of the cruise traffic and urban regeneration of

**Communication and dissemination**

- 5.1 Elaboration and dissemination of CTUR communication materials
- 5.2 Setting up and updating the CTUR project website at the URBACT site
- 5.3 Dissemination of the network findings to a wider local audience

11. Photo by Presage website

Be careful when indicating to who the expenditure is referred: Partner member - ULSG member or Managing authority representative  
If the expenditure refers to a partner member you should indicate also which is the seminar (First, second etc.) Don't consider the subdivision of seminars among the cities of the application form.

4. Complete the data on the invoice (payment mode, payment date etc);
5. Save the expenditure and wait for the lead Partner's approval to validate it, otherwise if the expenditure is incorrect we have to refuse it and partner will have to insert it again;
6. Once the Lead Partner validates the expenditures your First level controller can certificate the expenditure.

**First level control checklist and audit trails**

- Reminder 1: Checklist FLC:  
Helsinki; Port Authority of Leixões; Rostock; Generalitat Valenciana.

- Reminder 2: Audit trails correction:

## 8. Next steps

The next CTUR seminar will be held in Alicante and Valencia in March 2010. The next case studies will be connected to the theme 2 "Economic and social benefits": Helsinki

Dublin (correct the financial management system; mixed one and not centralized); Rhodes; Varna; Helsinki; Generalitat Valenciana.

**Next deadline for accounting for expenditure**

**31 March 2010** for accounting expenses from 19 January to 31 December 2009. Please consider that we have to check and send to Secretariat the complete documentation regarding the whole project, for which we are responsible.

The Lead Partner needs to receive your certification by **the 19<sup>th</sup> March 2010**.

For any problems and for who will need it, we will plan from 20<sup>th</sup> to 30<sup>th</sup> January 2010 a period of one-to-one assistance through Skype to use together Presage.

**CTUR staff**

From January 2010 the staff of the URBACT Project Unit of the city of Naples will include two other members, Giovanni Hoffmann and Cristina Fato, who will follow all the administrative and communication activities.

and Rostock (who have figures on the economic impact of tourism) are asked to present. The focus will be on how to measure the economic and social impacts of the plan.

## Appendix 1: agenda of the Dublin seminar

### Wednesday, 9th December 2009

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**20:00 - Welcome meeting**

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**20:30 - Dinner**

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### Thursday, 10th December 2009

#### Conference Venue / Morning:

*Wood Quay Venue, Civic Offices, Dublin City Council Woodquay, Dublin 8*

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**08:45 - Arrival of participants**

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**09:00 - Plenary - Welcome from the host city**

Lord Mayor of Dublin, Councillor **Emer Costello**,  
Dublin City Manager **John Tierney**

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**09:15 - Plenary - Presentation of the agenda and Progress Report**

CTUR Lead Partner - CTUR Lead Expert

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**09:45 - Plenary - Introduction to the theme: "Cruise facilities & Transport connection"**

CTUR Lead Expert

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**10:15 - Plenary - Presentation of Dublin development projects. Introduction to the case studies and to the on-site visits**

Jim Keogan, Executive Manager, Planning Department, Dublin City Council

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**10:45 - Plenary - On site visits**

Dublin Port & Existing Cruise Docking Area

Dublin Docklands Regeneration – new developments, new spaces, renovated buildings

Poolbeg – proposed site for cruise terminal and renovation of historic buildings

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**13:30 - Lunch Break**

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#### Conference Venue / Afternoon:

*Docklands Authority Offices*

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**15:00 - Plenary - Presentation of Dublin case study n°1:**

**Thematic tours available in Dublin City & Linking with Cruise Operators;**

Dublin Tourism;

Presentation of **Dublin case study n°2:**

**Conversion into retail centre, event venue, cruise terminal facilities**

Dublin Docklands Development Authority

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**15:45 - Plenary - Discussion of Dublin case studies**

All the network

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**16:30 - Plenary - Thematic Pole Update/Annual conference/communication & Dissemination updates**

Lead Partner and Thematic Expert, Pauline Geoghegan

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**16:50 - Plenary - Administrative and financial management of the project**

Lead Partner

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**17:30 - Plenary - Conclusion**

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**20:00 - Dinner**

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**Friday 11th December 2009**

**Conference Venue:**

*Wood Quay Venue, Civic Offices, Dublin City Council Woodquay, Dublin 8*

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**08:45 - Arrival of participants**

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**09:00 - Group sessions - Presentation of Istanbul case study:**

**Metropolitan Development Strategy Plan**

Istanbul Metropolitan City Partner

Presentation of **Rhodes case study:**

**Bicycle network in the city of Rhodes**

City of Rhodes Partner

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**09:30 - Group sessions - Discussion about Istanbul case study**

Istanbul Metropolitan City Partner

Discussion about **Valencia case study / Rhodes case study**

City of Rhodes Partner

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**10:30 - Plenary - Wrap up of the case studies:** good practices and transferability

Sharing feedback on the learning from each case study

Lead Expert and Thematic Expert

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**12:30 - Lunch Break**

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**14:00 - Plenary session - Presentation of Dublin's LAP**

**Presentation of Dublin's LSG and key stakeholders**

Jim Keogan, Executive Manager, Planning Department, Dublin City Council

Questions - all partners, LE, TE, LP

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**15:00 - Group sessions - All Partners LAPs & LSGs progress** Parallel workshops / partners split in two groups

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**16:00 - Plenary - Focus on the involvement of the Managing Authorities: LP, LE**

All partners

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**16:30 - Plenary - Next steps /Questions about methodology/ planning/ expected results**

Lead Partner, Lead Expert

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**17:15 - Plenary - Evaluation of the meeting by the partners**

Lead expert

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**17:30 - Plenary - Conclusion**

Lead partner

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**20:00- Dinner**

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## Appendix 2: participants at the Dublin seminar

### **Dublin (Ireland) - Host Partner**

Emer Costello, *Lord Mayor of Dublin*

John Tierney, *Dublin City Manager*

Mr. Jim Keogan, *Manager, City Planning Department*

Mrs. Eileen Quinlivan, *Senior Executive Officer, City Planning Department*

### **Dublin Local Support Group members**

Kehinde Oluwatosin, *Planner, Dublin City Council*

Dr Bernadette Quinn, *School of Hospitality Management & Tourism, Dublin Institute of Technology*

Jane Stacey, *School of Hospitality Management & Tourism, Dublin Institute of Technology*

John Carty, *School of Hospitality Management & Tourism, Dublin Institute of Technology*

Stephen Blair, *Director, South East Assembly, Managing Authority*

Cait Ryan, *Planner, Dublin City Council*

Fran Morgan, *Excursions Ireland*

Loretta Lambkin, *Director of Marketing, Dublin Docklands Development Authority*

### **City of Naples (Italy) - CTUR Lead partner**

Gaetano Mollura, *City Council of Naples*

Paolo Pantani, *City Council of Naples*

Nicola Barbato, *City Council of Naples - trainer of Communications University of Naples*

### **Port Authority of Naples (Italy) - Partner**

Fiorinda Corradino, *Coordination Port Authority Studies Department*

Barbara Casolla, *Cruise Development Executive*

### **City of Helsinki (Finland) - Partner**

Marianna Kajantie, *Department of Cultural Policy*

Jari Huhtaniemi, *City Planning Department*

### **Metropolitan City of Istanbul (Turkey) - Observer Partner**

Metin Canci, *Director of the Logistics Department at Istanbul Metropolitan Planning and Urban Design Center*

Yakup Demirhan, *Bosphorus Region Reconstruction Director*

### **Port Authority of Douro and Leixões (Portugal) - Partner**

João Matos Fernandes, *President of Leixões Port Authority*

Amélia Castro, *Leixões Port Authority*

Fernando Gomes, *Managing Authority, member of the Local Support Group*

### **City of Rhodes (Greece) - Partner**

Moraitou Paraskevi, *Programme and documents office*

### **City of Rostock (Germany) - Partner**

Andreas Schubert, *Project Manager*

Ralph Maronde, *Urban Planner responsible for land use planning*

Helmut Martin, *Cruise Department and Communications*

### **City of Trieste (Italy) - Partner**

Elisabetta Boglich, *Operations Manager*

Sergio Nardini, *Director of Trieste Port Authority*

Raffaella Terpin, *Samer & CO. Shipping*

### **City of Varna (Bulgaria) - Partner**

Bistra Dimova, *Port Authority*

Georgi Gilev, *Chief Expert Marine policy*

### **CTUR Experts**

Vittorio Torbianelli, *Lead Expert*

Pauline Geoghegan, *Thematic Expert*

### **AIVP Association Internationale Villes Ports)**

Greta Marini

## Appendix 3: Power Point Presentations made during the meeting in Dublin

The PowerPoint presentations from the Dublin seminar are available online on  
<https://docs.google.com/leaf?id=0B5AbHdMvLrIUMzhZDkwNzYtZmE3Yi00Njg1LTlhMGYtYTc3YWViMzM2Yzk0&hl=it>

### 1 - Accessibility, the theme of the Dublin meeting

#### **Thematic introduction: “Cruise facilities and Transport Connection”**

*Vittorio Torbianelli - Lead Expert*

### 2 - Focus on Dublin, the host city : context and case studies

#### **Dublin development projects**

*Jim Keogan – Manager - City Planning Department, Dublin*

#### **Thematic tours available in Dublin City & linking with cruise operators Excursions Ireland**

*Fran Morgan - Managing Director Excursions Ireland*

#### **Dublin Docklands Development Authority (DDDA)**

*Loretta Lambkin - Marketing Manager DDDA*

#### **Cruise Tourism in Dublin**

*Bronagh Mayor - Cruise Tourism Ireland and Catherine Mc Cluskey, Dublin Tourism*

### 3 - Case studies of the partners

#### **Istanbul Metropolitan Development Strategy Plan**

*Metin Canci - Logistics Coordinator*

#### **Rhodes bicycle network**

*Moraitou Paraskevi - City Council of Rhodes*

### 4 - Events and Communication and Dissemination Update

#### **Urbact Annual Conference 2009**

*Pauline Geoghegan - Thematic expert*

#### **Communication and Dissemination UPDATE**

*Gaetano Mollura - Lead Partner*

### 5. CTUR Local Action Plans

#### **LAP Matosinhos and Port Authority of Leixoes APDL**

*Fernando Gomes - CCDRN – North Regional Coordination and Development Commission - Managing Authority*

#### **LAP Matosinhos and Port Authority of Leixoes APDL - Local Action Plan**

#### **LAP Dublin**

*Jim Keogan, Manager - City Planning Department, Dublin*

#### **LSG Helsinki : members of Local Support Group**

#### **LAP Helsinki**

*Jari Huhtaniemi - City Planning Department*

#### **LAP Rhodes**

*Moraitou Paraskevi - City Council of Rhodes*

#### **LAP Naples**

*Gaetano Mollura - Lead Partner*

### 6 - Financial and Management issues

#### **Financial and Management issues -**

*Gaetano Mollura - Lead Partner - City Council of Naples*

## URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 255 cities, 29 countries, and 5,000 active participants

[www.urbact.eu/ctur](http://www.urbact.eu/ctur)