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OP-ACT Workshop Eberswalde

Site advantages

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Connecting cities
Building successes



Location(al) factors - the traditional approach

- **hard factors** (measurable, affecting costs):
 - land, office space availability
 - cost of land, office space
 - transport links
 - proximity to market /customers
 - proximity to suppliers
 - educational / research institutions
 - availability of skilled labour
 - labour costs
 - municipal taxes, charges, costs
 - subsidies
 - ...
- **soft factors** (in part measurable, affecting decisions):
 - political-economic climate / "business friendliness" in the community / municipality
 - image of the city / region
 - career opportunities in the region
 - local cultural activities / recreation opportunities
 - environmental quality / landscape
 - housing, residential environment
 - social and educational infrastructure
 - ...

Location(al) factors

- hard location factors are less important in the EU (structural policies in member states and at EU level)
- some hard location factors lose importance due to structural changes (tertiary sector; knowledge / creative industries)
- hard factors can be influenced by cities only to a very limited extent

Thus:

- soft location factors have gained in importance (for investors and urban policies)
- however: some soft factors too can only be influenced by cities in part

Site advantages

Thus

- site advantages are gaining even more importance

What are site advantages?

- unused / under-used resources / potential
- have an influence on hard and/or soft location factors
- can be used to enhance competitiveness
- often also have a potential influence on living conditions

Site advantages - some examples

- landscape (waterfront - mountains)
- unique city centre (medieval - modern architecture)
- unique urban quarters and buildings (often cultural heritage sites)
- higher educational institutions
- ...
- but even derelict land can be an advantage, if...

As site advantages depend to a major extent on specific situations: let's have a discussion break

EU projects linked to the topic (and OP-ACT partners)

Cultural heritage / historical centres:

- HerO - Heritage as Opportunity
(HerO methodology to ensure integrated approaches / to overcome departmental thinking and action)
- LINKS - Old European cities as a key for sustainability
(What kind of living qualities people are looking for)
- REPAIR - Realising the Potential of Abandoned Military Sites as an Integral part of Sustainable Urban Community Regeneration
(process model)

EU projects linked to the topic (and OP-ACT partners)

Higher education / universities:

- REDIS - Restructuring districts into science quarters
(handbook on creating knowledge hotspots in the city)
- RUnUP - Role of Universities in Urban Poles
(article in URBACT Tribune, final report / output not yet available)

Water front:

- CTUR - Cruise Traffic and Urban Regeneration - Port Heritage as a key for the sustainable economic, social and urban development
(draft final report: lessons learnt)
- Water front urban development (Interreg)
(final recommendations / report)

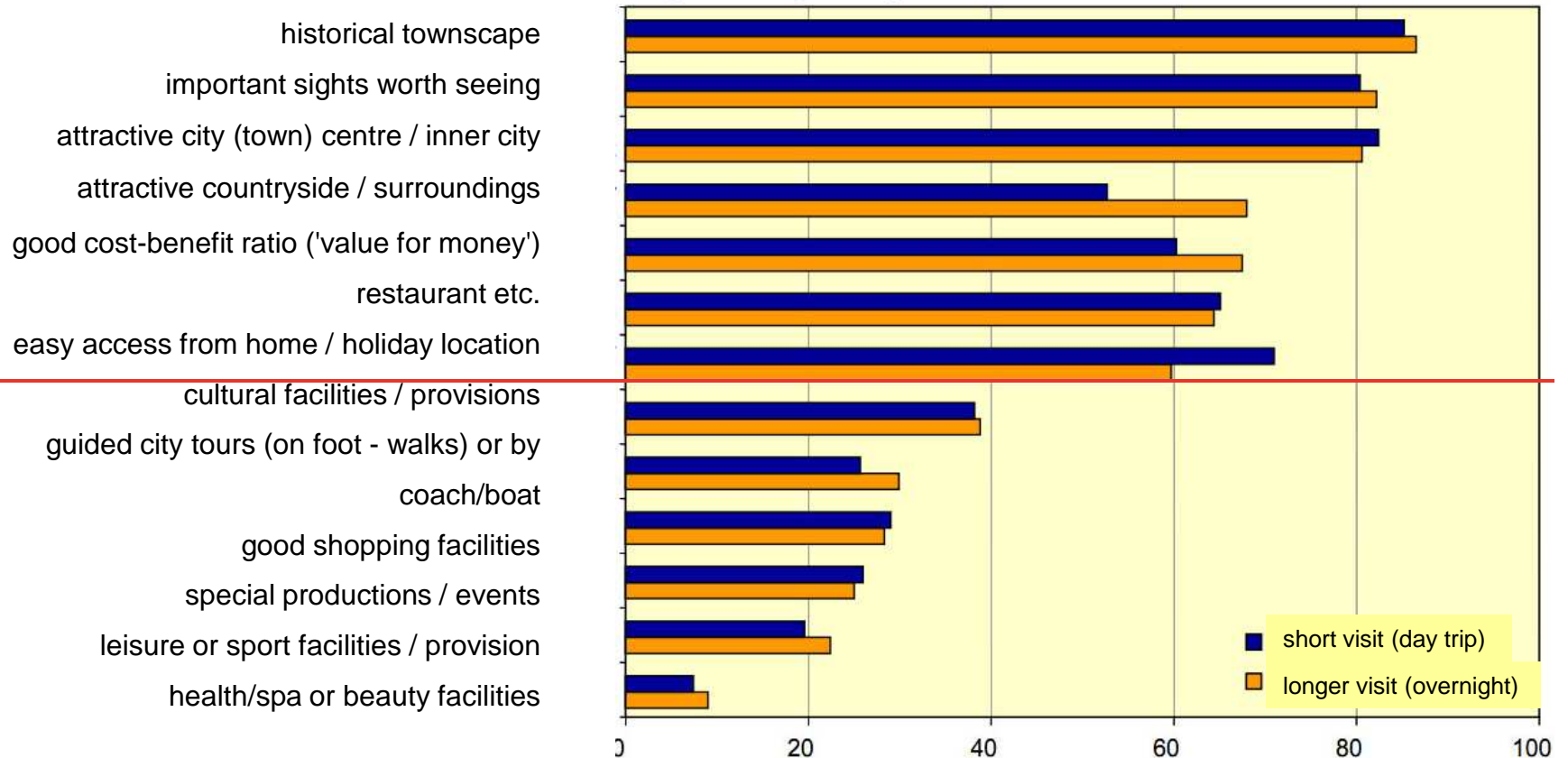
EU project linked to the topic (and OP-ACT partners)

Landscape - culture - tourism:

- Nature based tourism (Interreg)
(final recommendations)
- Parks & Benefits (Interreg)
(interim results)
- and many more - including individual / national projects
(tourism seen as an answer to any problem)

Some considerations on tourism

Promising activity fields



Source: Bundesinstitut für Bau-, Stadt- und Raumforschung (BBSR) (2006): *Tourismuseentwicklung in ausgewählten Städten des Programms Städtebaulicher Denkmalschutz - unter besonderer Berücksichtigung der UNESCO*

Some considerations on tourism

Vulnerability

Holiday leisure activities that EU citizens would reduce most to save money when on holiday

Holiday leisure activities that EU citizens would reduce most to save money

Fl291 (02/2010)



Source: Eurostat 2011

Some considerations on tourism

The 'value for money' question:

- most promising activity field / site advantages:
 - cultural heritage (city, centre, quarters, “individual sights”)
 - landscape and nature
 - unique urban fabric
- less promising activity fields / site advantages:
 - wellness / beauty / leisure / health
 - shopping and related fields

Some considerations on higher educational institutions

Role of universities in the economic downturn (RunUp):

- **skills, training and employee development**
(just an example: Swedish region Västra Götaland in cooperation with college: distance learning course for employees within SMEs and for students)
- **innovation knowledge transfer and supporting business (support structural economic change)**
(Gateshead (UK): Design Centre for the North: innovative design of new products by a "triple helix approach")
- **university spin-outs and graduate entrepreneurship**
(Enschede (the Netherlands): programmes and courses on entrepreneurship: 700 new companies and 10,000 jobs)
- **access to funding support**
(Ireland: Innovation voucher to overcome lack of in-house knowledge and skills in SMEs)

Some considerations on higher educational institutions

Role of communities / municipalities:

- improve exchange and cooperation
(for instance: inclusion in planning processes)
- support of specific activities
(for instance: internships, training courses)
- spatial inclusion of campuses
(spatial planning, adding functions)
- social inclusion
(events and socio-spatial activities)
- economic inclusion

The case of Groningen - an integrated approach with many results

Aim:

- to turn the innercity into the "city's living room"
- make living in the innercity more attractive
- to attract investors (and people) to the innercity
- to integrate main planning issues (spatial and transport planning)

The case of Groningen - an integrated approach with many results

Main means:

- closing the inner city to private cars
- turning the city into a 'bicycle city' (transport planning and related measures)
- enhancing (spatial) quality of life (spatial planning and related measures)
- regional cooperation

The case of Groningen - an integrated approach

Constraints:



Advantages:

- political will
- historical city centre
- compact city
- a university city
- the 'Dutch mentality'

The case of Groningen - an integrated approach

Some results - transport:

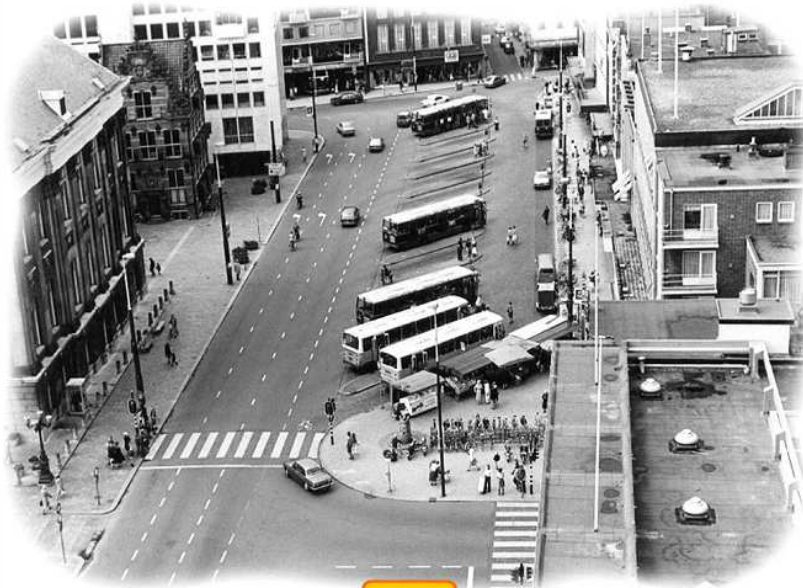
- 200 km cycle lanes
- 60 % of all movements by bicycle
- shared space
- in many cases: cyclists have right of way



Bicycle
network

The case of Groningen - an integrated approach

Some results - spatial planning and (spatial) quality of life



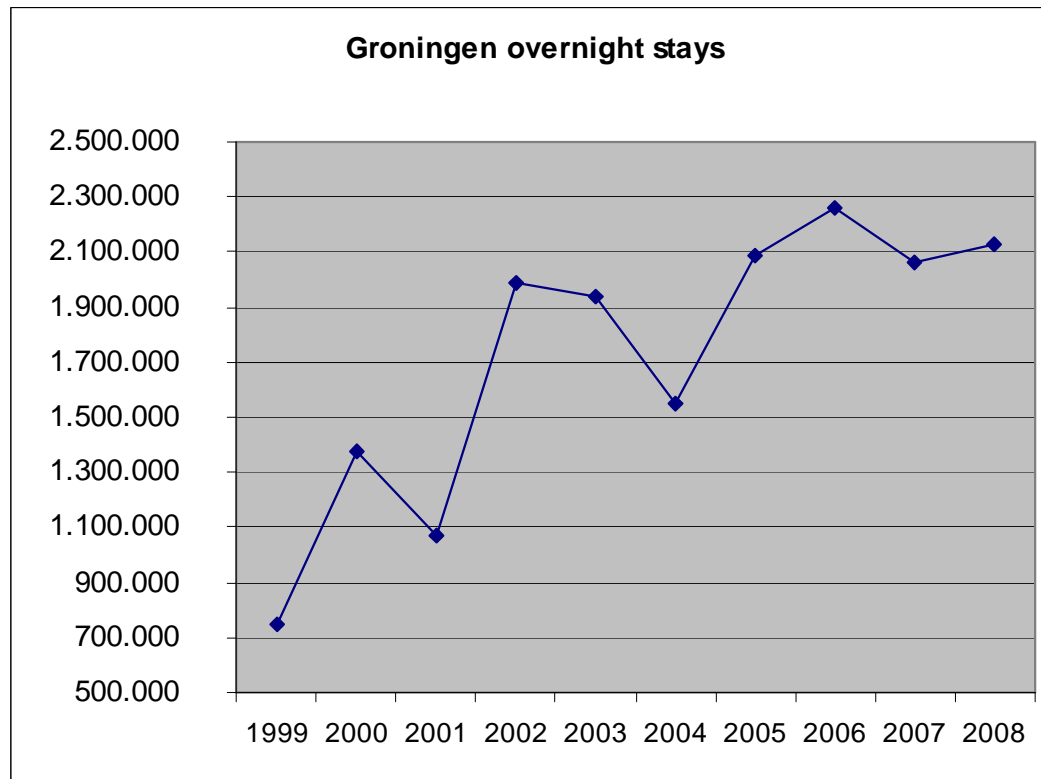
The case of Groningen - an integrated approach

Some results - cooperation



The case of Groningen - an integrated approach

Some results - tourism



The Netherlands:

1999: 92,220,000

2008: 88,830,000

- 3.7 %

Groningen: + 184 %

Source: CBS The Netherlands 2011

The case of Groningen - an integrated approach

Some other results

- Population growth:
1999 - 2010: +9.4 % (the Netherlands: +5.2 %)
- New residents (annual arrivals):
1999 - 2010: +15.3 (the Netherlands: -1.6)
- Age-coposition:
45 % younger than 30 years
- Enterprises:
2006 - 2010: +20.8 % (The Netherlands: +18.2 %)
(highest growth in specialised / innovative industries:
+35.4 %)

Source: CBS The Netherlands 2011; Eurostat 2011

Main lessons learnt /key success factors

- Political will and support is essential
- ‘Site advantage projects’ as part of an overall strategy; if possible use them as key projects for missing actions / no pilot scheme projects without overall impacts
- Include relevant stakeholders into planning and implementation, identify key players and partners, key skills/knowledge
- Use integrated approaches
- Ensure sufficient and sustainable resources
- Consider the ‘costs of doing nothing’

Main lessons learnt /key success factors

Higher educational institutions / knowledge hotspots:

- Include them into the city

Cultural (industrial) heritage:

- Use cultural heritage sites as as priming caps for other policy fields

Water front projects:

- Turn water fronts into flagships / figureheads of the city (without social exclusion)

Tourism:

- SMCs depend on regional cooperation, develop a targeted, but comprehensive product