



REDIS EUROPEAN Newsletter 04/09

EDITORIAL

Dear Ladies and Gentlemen,

You are in receipt of the URBACT REDIS 4th European newsletter which deals with the past activities of the URBACT REDIS project. **REDIS** concerns **restructuring districts into Science Quarters** and focuses on the interface between scientific promotion and urban development. The objective of this network is to contribute to a more effective application of knowledge, creativity and innovation in the cities and thereby to the development of a knowledge-based European Economy.

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Get informed about the new campaign of the REDIS project partner Magdeburg. The campaign is called "Ottostadt". Target interest of the campaign is that the citizens of Magdeburg should identify themselves with their ancestors and the associated history of the city. On the following pages you can read more about the campaign.

Furthermore you can find results of the Urban Design and Landscaping Competition in Magdeburg in this newsletter.

Moreover, we present the results of the Implementation lab of REDIS project partner Manresa, which took place in autumn 2009. In the last newsletter Manresa and his plan, to create a central park to be more interesting for companies, has been introduced. Now the first steps are done and the project has begun. A summary of the results of the Implementation lab can be found on the following pages.

Additionally we present REDIS project partner Newcastle.

I invite you to pursue the REDIS happenings and am glad about interested feedbacks from other European countries.

Dr. Klaus Puchta
City of Magdeburg, Lead partner



1. The new campaign “Ottostadt” of Magdeburg

What makes Magdeburg unique? Needless to say that Otto the Great and Otto von Guericke make it. The two central historical figures will lend in the context of the campaign a sharper profile to the city in the future. At the same time the citizens of Magdeburg identify themselves with their ancestors and the associated history of the city. In order to arrange the view of the present and future is one “Otto-attitude” in Magdeburg to be established. The citizens of Magdeburg should stand self-confidently and reliably for Magdeburg and to represent their city also with a twitch of an eye.



The campaign Ottostadt Magdeburg became decided by the city council in September 2009. By the campaign “Otto city “is aimed to distinguish Magdeburg from comparable state capitals, make the citizens to identify themselves more with the city and even to become ambassadors.



The campaign will run in 2 phases. The first phase dedicates itself predominantly to communication inward. Starting from 2011 is to be outward communicated. The focus will be directed especially towards tourists and investors. With a celebratory prelude meeting before and in the old city hall is Magdeburg now since 2 February 2010 completely officially Ottostadt. On 1048th Anniversary of the Emperor coronation of Otto the Great was celebrated „the starting signal “for the Ottostadt.

Under the slogan „Otto sets apart from“ and with large pride looked the citizens of Magdeburg together back on their eventful history in order to aim the view upon the future of the city afterwards . Under the patronage of governing mayor Dr. Lutz Trümper and in presence of Dr. Reiner Haseloff, Minister of economics and work of Saxony-Anhalt, the starting signal was given. It was supported by the first official Ambassadors to the Ottostadt: Stefan Michme, Nadine Kleinert, Professor Dr. Matthias Puhle, Dr. Manfred Otto Tröger and Professor Dr. Ulrike Krewer, which make a fuss from now as “Testimonials” on posters the townscape. Everyone shares the same opinion: Magdeburg can be proud of itself.



In the course of the campaign all marketing activities of the city are to be placed under the roof of the Ottostadt. In Magdeburg the campaign will be kept alive in the course of the year by small monthly events and actions made for the citizens of Magdeburg. The year promises to become exciting: among other things projects to the topics „Otto in the science “and „Otto in the schools “ are planned. Numerous establishments and organizers want to place themselves under the roof of the Ottostadt campaign. „Otto “- romper suits for the newborn Magdeburg citizens signal the start of the city into that Future. In order to generate supraregional attention, a separate action in Berlin will refer to the Ottostadt on the level of federal politics.



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2. Results of the Urban Design and Landscaping Competition – Ideas for Science Quarters

Urban Design and Landscaping Competition – Magdeburg Science Port

The Science Port is already a scientific highlight of the capital city, now it has to become an urbanistic one as well. That is why last March the City of Magdeburg has initiated an international architectural competition for the conjunction of the Science Port with its adjacencies, especially with the campus of Otto-von-Guericke University. From overall 70 interest expressions from all over the world, 47 applications were received and 20 participants were selected by a competent jury. Each participating team consisted of architects and landscape architects. The emphasis was made on the rebuilding of the competition area into an urban, modern and interconnected science port with a linkage to the river Elbe.

Among the 20 participants there were teams from the Netherlands, Spain, Poland, Austria, England and from all over Germany as well as 6 teams from the European project REDIS.

On Tuesday, the 16 of June 2009 a workshop for all of the participants took place in the science port in order to take a close look at the working area and to develop the first ideas.

The tasks of the competition were among others the development of the urbanistic and free space structure plan as well as the development of the urbanistic suggestion to the conception of the entrance area to the science port as a binding element within the scientific port.

The participating teams had to submit their works until the 29 of October 2009. 13 firms from Vienna (Austria), Cologne (2x), Weimar, Frankfurt on the Main, Groningen (the Netherlands), Bialystok (Poland), Berlin, Brunswick and Barcelona (Spain) have submitted their works.

On the 15 of January a jury meeting took place in the city hall of Magdeburg and the awardees of the competition were announced.



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Sequence of the awardees:



- 1. Prize**
SMAQ Architects / Berlin
HL-Landscape architects Berlin

The regional capital city of Magdeburg will entrust the winner of the competition with further urbanistic planning accomplishments. The assignment encompasses the conversion of the competition results into the urbanistic master plan.

- 2. Prize**
ASTOC GmbH & Co. KG/ Cologne
bgmr- landscape architects / Berlin.

- 3. Prize**
BS+Städtebau und Architektur/ Frankfurt on the Main
el:ch landscape architects/ Munich

3 Purchasers

De Zwarte Hond/ Groningen the Netherlands
Studio UC Klaus Overmeyer Landschaftsarchitekt/ Berlin
SWW-Architekten BDA/ Braunschweig
GIL-Landschaftsarchitekten/ Kassel
maxwan architects+urbanists/ Rotterdam - the Netherlands
Lola Landscape Architects/ Rotterdam - the Netherlands

During the IBA 2010 in Magdeburg the results will be presented to the general public.

You can see the results of the competition on following web-sites:

- www.iba-2010-magdeburg.de
- www.competitionline.de
- www.urbact.eu
- www.baunetz.de



3. Results of the REDIS Implementation Lab, Manresa, 30/9 – 2/10 2009



Results of the REDIS Implementation Lab, Manresa, 30/9 – 2/10 2009

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More info on REDIS:

<http://urbact.eu/thematic-poles/growth-and-job-creation/thematic-networks/redis/presentation.html>



1. Introduction

The city of Manresa is a member of the REDIS-project, an EU-sponsored exchange programme of eight cities that have the ambition to use their science base as a driver for local economic development. Manresa (73,000 inhabitants) is located in central Catalonia, Spain, at some 70Km from Barcelona. In 2005, the city developed its strategic plan for the next decade. One of the key ambitions is to strengthen knowledge-based economic activity in the city, in order to modernise its industrial base and create future prosperity. Manresa is in the process of developing its 'Parc Central', that is to become a major focal point of the local knowledge economy.



Currently, the technology park is under construction, at a 'greenfield' site (150,000 m²) on the Northern edge of Manresa, adjacent to an industrial zone and a park. It is an investment of Euro 60m. The park will largely serve as a business park for knowledge based firms, and will also host a technological centre and an incubator facility. Firms that do not conduct research or product development are not welcome at the park. In the next few years, the technology park will be completed, in stages.



In the context of the REDIS programme, in November 2009, Manresa hosted an Implementation Lab, a method that helps to audit a project using the expertise of project partners from different countries. A delegation of the partner cities paid a 3-day visit to the city and made a critical assessment of the development of the city economy, and more in particular, the plans for Parc Central (see annex 1 for the program). The audit focused on three themes: 1) the physical integration of Parc Central in the city; 2) the diversification of the economy, and 3) particular ideas and strategies for Parc Central.



The first day of the implementation lab informed the partners in more detail on the development of the urban economy, and the Parc Central. A number of local stakeholders delivered presentations and presented their views to the audience. During the second day of the lab, the audience was split into three working groups, where each group was a mix of foreign and local participants/stakeholders. The groups analysed the three issues mentioned above.





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This report contains the outcomes of the implementation lab. There is a description of the Parc Central project (section 2). Next, it summarises the views, visions, ideas and recommendations that were developed during the implementation lab. Thus, the results are the results of a combined effort of all the people who were involved in the group discussions and the presentations. The author highly indebted to all the participants in these groups, and in particular to the two other workshop leaders, Mr. Volkmar Pamer and Mr. Sven Gabor Janzky, who did an excellent job in moderating the discussions.

2. Parc Central

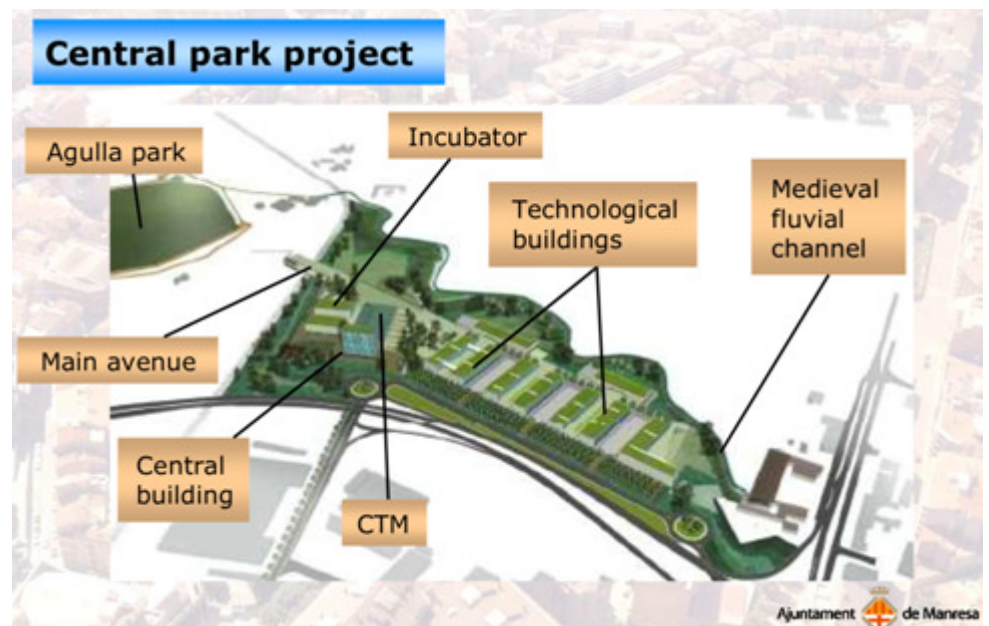
In 2006, the Manresa City Council approved the Manresa Strategic Plan 2015 (MSP 2015). One of the objectives of the MSP 2015 is to promote the Knowledge Quarter Manresa Nord.

In this part of the city, several knowledge-based activities are already concentrated:

The Manresa Technological Centre, the university campus library, two university centers (FUB and EPSEM), one professional training centre, three secondary schools, an industrial estate and a fair centre, where there is the local entrepreneurship and companies centre of the City Council (CEDEM) and also the Catalan government delegation for Innovation, Universities and Industry.

A new technology park (Parc Central) is being constructed on a plot of land at the Northern edge of the city, on an accessible location near a park and next to an industrial area. The park should become the location for companies that conduct research and development. It should put Manresa on the map as attractive location for talent and innovative firms.

Figure 2.1 Parc Central





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The concept of the Technology Park

The technology park “Parc Central” is the showpiece of Manresa’s knowledge quarter. It will consist of one central building, and a number of smaller buildings for companies or units. The central building is 9 storey’s high, and will host the technology institute CTM (among others). The area will be car-free, and parking facilities are to be built underground, to give the park a ‘green’ feel and to promote interaction between the people who work on the park.

Mass production activities are not welcome: only applied research and product development activities are allowed, or small-scale production of prototypes. Firms may sell or rent buildings, but not the land. In total, the envisaged buildings offer 77,000 m2 of floor space. The size of the total park is 150,000 m2. The park offers space for around 20 or 30 firms. Compared to other locations in Manresa, rent levels will be relatively high: the park will be one of the premium locations.

The Park is set up as a public-private partnership. It is run by the PTB (Projectes Territorials de Bages), an organization that develops large regional projects. 70% of the shares of PTB are in the hands of private firms (dominated by the local savings bank), and 25% is public sector money (City of Manresa, other cities in the Bages region, and the Catalan government). The Technology Park is PTBs main project. The company develops the location and takes care of the renting and selling of the premises. In the future, it is considered to create a new institutional structure to take care of the management of the park once it is established. It has not yet been decided in what form the park will be managed and maintained.

Conceptually, the Campus area and the Parc Central both belong to the ‘knowledge quarter’ of Manresa, which is a planning concept used in the Strategic Plan. Spatial planners have identified a number of specialized ‘axes’ that runs through the city, as well as ‘ports’ through which you enter a specific part of the city. But on the ground, it is not one contiguous area: Functionally and spatially, the campus area and the technology park are somewhat separated.

The Parc Central is situated at the utmost northern edge of Manresa, on a hill, with excellent views on the Montserrat Mountains and directly connected to the transversal east-west axis. Spatially, the park is set up in a rather ‘campus-style’ way with few infrastructural connections to the surroundings and a main entrance gate. To the south of the park, there is the industrial zone of Manresa.

Nearby the Park is the Palau Firal, a building that hosts a number of supporting and intermediary organizations, as well as departments of the administration of Catalonia. It is situated in the heart of Manresa’s industrial zone. Close to this building, and incubator will be developed to help start-ups in setting up their business.

Manresa Nord is also an area with important environmental assets: L’Horta (kitchen gardens) and the parks of Can Font and l’Agulla, provided with a manmade lake that functions as the water reservoir of Manresa. There is an agreement among the stakeholders (Declaració de l’Agulla) to protect this area as a valuable part of the “green belt” surrounding Manresa. This offers attractive natural surroundings at walking distance from the Parc Central, adding to the parks’ attractiveness. The connectivity of the park is good; it is well accessible from the main Catalanian East West axes, the city center is not far either.



Public transport connections are poor by now: a train station is nearby but currently it is only used for special events.

3. Results of the implementation lab

In the preparation of the implementation lab, the local support group identified three thematic areas for discussion:

Physical connections and planning.

How to connect/integrate Parc Central into the city?

Connection / relationship between the Parc Central (PC) and other industrial and knowledge areas (industrial districts, University Campus, Althaia/Public health Centre). How to integrate the PC with these different elements, and to avoid becoming an isolated area?

Communication infrastructures of the PC and mobility issues

The natural environment of the PC and its relationship: how to integrate the different elements? How to preserve the agricultural land and the green areas?

Diversification of the economy

How to diversify the vulnerable economy? Which sectors should be bet on?

How to co-create a diversification strategy?

How can Parc Central (PC) help to accelerate the incorporation of technology in the local productive structure & companies?

How to foster the cooperation between local stakeholders (companies, Universities and local government)?

The Parc Central project: what strategies?

What commercial strategy for Parc Central: specialized vs generalist, phasing, global vs local focus, and potential role of CTM Technological Centre

Facilities: What type of innovation services should be offered by PC; idem for support services

Innovation networking: What relationships to be established with other innovation initiatives of the city, how to add value in this process?

During the implementation lab, three groups of 10-15 people each reflected on the further development of Manresa's knowledge economy. Each group consisted of a mix of local people (knowing the local situation well), and project partners from abroad.

Each group was assigned a particular theme as listed above. Each group made observations (based on presentations on day 1), and developed a set of suggestions and recommendations. Below, they are elaborated. First, we give some 'general' observations that were made across the three groups (3.1); next, we describe the observations and recommendations on the specific themes: economic diversification (3.2), commercial/conceptual strategies for Parc Central (3.3) and planning issues (3.4).



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3.1 General observations

The following general observations were made during the implementation lab:

- It is not clear what Manresa stands for (industrial, commercial, nature); it lacks a clear image.
- Manresa underestimates itself, and seems to always put itself in the shadow of Barcelona. But it has a lot to offer in terms of economy, culture, quality of life, knowledge, and nature. In sum, Montserrat is the background picture of a city with high potential.
- Strong (but under-used) points of Manresa are its river front, its views on the Montserrat Mountains, its green areas and its nearness to Barcelona.
- The plans and architecture for Parc Central are exchangeable, they could be anywhere
- People do not know much about the Parc Central project; it lacks profile.
- The difference with the other science and technology parks in Catalonia must be clear.

3.2 Economic diversification

Observations:

- Manresa suffers from a multi-layered crisis. There are heavy job losses in construction and manufacturing; the economy trails behind the Catalan average; but there is also a crisis of trust
- There seems to be a slow and difficult strategic re-orientation in industrial SMEs. It is not easy for them to find new markets or connect to knowledge institutes
- Levels of trust among companies are low, which does not help to foster a culture of co-operation in innovation. Moreover, the business sector is very fragmented, with few leading firms, and many are in deep trouble
- Also, the trust of SMEs in the government's ability to solve the problems is low
- Due to the credit crunch, capital is scarce, and banks are risk averse. This makes the financing of innovation much more difficult
- Current economic strategies of the city are outdated: they date from a period of prosperity and fast growth. The climate has changed substantially, so new answers are needed.
- Policies and actions to promote diversification and knowledge economy are ad-hoc; a more strategic approach would be more helpful
- It is not easy to single out one particular 'strength' of the industrial sector in Manresa. There are some strength (like new materials) but overall, the competences are very mixed. This raises the question if policy should focus on just a few areas, or take a more broad perspective
- One observation was that Parc Central could be seen as a symbol for the identity crisis and the current lack of direction of the economy. The infrastructure is almost ready, but there are no clear visions yet on how to fill it. Normally, you would start the other way around.

Suggestions and recommendations

- Picking some 'future sectors' is difficult and risky. To have diversification and a shift to more knowledge-based development, a cultural change is needed towards more interfirm co-operation and partnerships with knowledge institutes. This requires high trust and new ways of working together between partners that are not used to that.
- A successful economic re-orientation and development requires strategic co-operation and action plans.
- On the strategic level, it makes sense to unite leading actors of the Bages region to elaborate a grand vision and a new strategy, building on what has been done in the past but now with the new crisis reality in mind. The strategy should be more than paper. A key success factor is the creation of working groups that each deal with a particular theme as identified by the strategy group. A number of themes/working groups can be identified (see picture).
- Each working group must have a leader, and there should be real commitment of the participants. Also, each group must make an action plan, including budgets etc. to make sure that really something will happen. The action plans should preferably be in line with policy on the level of Catalonia, but also they can help to build regional policy bottom-up.
- This process can be developed in several ways; one option is to create a network organization that functions as a spider in the web. A good example can be found in Eindhoven (NL): <http://www.brainport.nl/>



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Figure 3.1 Organising diversification





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- Don't look only at the knowledge institutes present in the city as the solution to diversification and increasing innovation. For the upgrading of companies, a very diverse set of competences is needed, and much may not be present in Bages but should be 'imported' from elsewhere. It could be a good idea to establish contacts between companies in Manresa and experts from other Catalonian universities, to organize expert meeting, specific technology or marketing seminars, etc. This could be a role for the new network organization.
- Think of the nearness of Barcelona as a great opportunity. Establish Manresa as "Best Side of Barcelona/Catalonia". The economic crisis may open the opportunity to offer lower fees in order to approach people, students, professors, and employees from all over Spanish speaking world. Establish a "Best side of Barcelona" marketing strategy, which promotes cheap prices and good value nearby Barcelona to foreigners.
- Promote entrepreneurship through funding for students of both universities. Create a special outsourcing program for companies and experienced employers in Manresa and Spain to „come home“ and start the own business in Parc Central
- Make Manresa inhabitants proud of its knowledge property and culture. Organize science festivals, Open Doors-Nights and cooperations with local newspapers to report about Manresa Science.

3.3 Parc Central: What strategy?

Observations

- There seems to be strong support for Parc Central of stakeholders in general, however: what is/will be the concrete cooperation between different building owners? The problem could be that all stakeholders/agents go alone when there is no 'common benefit' that keeps all stakeholders together
- There are reasonable doubts whether Manresa has enough critical mass (knowledge workers) for the Parc Central.
- What is the competitive advantage of Parc Central compared to 20 other parks in Catalonia? Why would a company go to Manresa PC?

Recommendations

- Give Parc Central of Manresa a specialized profile in one (or more but only a few) disciplines
- Involve UPC, by giving them the strongest role in defining the extraordinary profile of PC. Give them an extra benefit to be involved in the PC by developing this extraordinary profile and to give the Manresa part of UPC a stronger role in whole Catalonia.
- Organize a 'future workshop', and develop a shared future vision of UPC and City Council. Agree with UPC on a special profile of Parc Central and a unique facility/laboratory for this profile, which is unique in Spain/Europe.
- Combine public investments for CTM building with this unique facility/laboratory.



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- Give a special local funding for UPCs most interesting discipline to place it in Manresa. Give local funded space inside Parc Central to UPC. Attract not only UPC administration but especially unique specialists and professors.
- Attract 2-3 world-class leaders (personally) of the chosen profile to settle down in Manresa. Offer them best conditions (money, landowning, network)
- Establish Manresa Parc Central as entering gate to Europe for Spanish speaking companies in world. Attract international, Spanish speaking companies and students by establishing the one European park with the best price/value – proposition! (low prices for living, but great environment, great views, great labs and a lot of sun!)
- Make an international marketing campaign for Spanish-speaking companies and students. Take the chance to use international contacts of IASP, UPC, Microsoft and other companies...)
- Don't go it alone: develop a brand of "technological parc" among all the science parks in Catalonia, each with distinctive qualities.
- The Parc should not be only about research, but production as well, as long as there is some high-tech or knowledge intensive component in it.

3.4 Parc Central: issues of physical planning and integration

Observations

- The connectivity of Parc Central is not structured and well thought of, and this problem holds more generally in Manresa
- To reach the Parc Central, distances for pedestrians and cyclists are too far (especially to and from the city centre); moreover, public transport is poor. And this implies that the car is the only way to get there.
- It would have been better to have integrated Parc Central with the city core from the beginning; that would have helped to revitalize parts of the city, and eased connections.
- Parc Central has great views on Montserrat, which makes it unique and worthwhile not only for workers there but for other people as well.
- The main street functions as a barrier for Parc Central; it is not very open and can be reached from only one direction.
- The greater Manresa area provides enough potential for better public transport
- A designed process is not visible, not in Parc Central but also in many other aspects of city planning

Suggestions on Parc Central

- Restructure the Parc Central space. Make it unique, using brilliant architecture and landmarks; give it a more multifunctional use. One idea is to have a food market for local products. Also, consider to create a central square at the spot instead of the „cul de sac spine“.



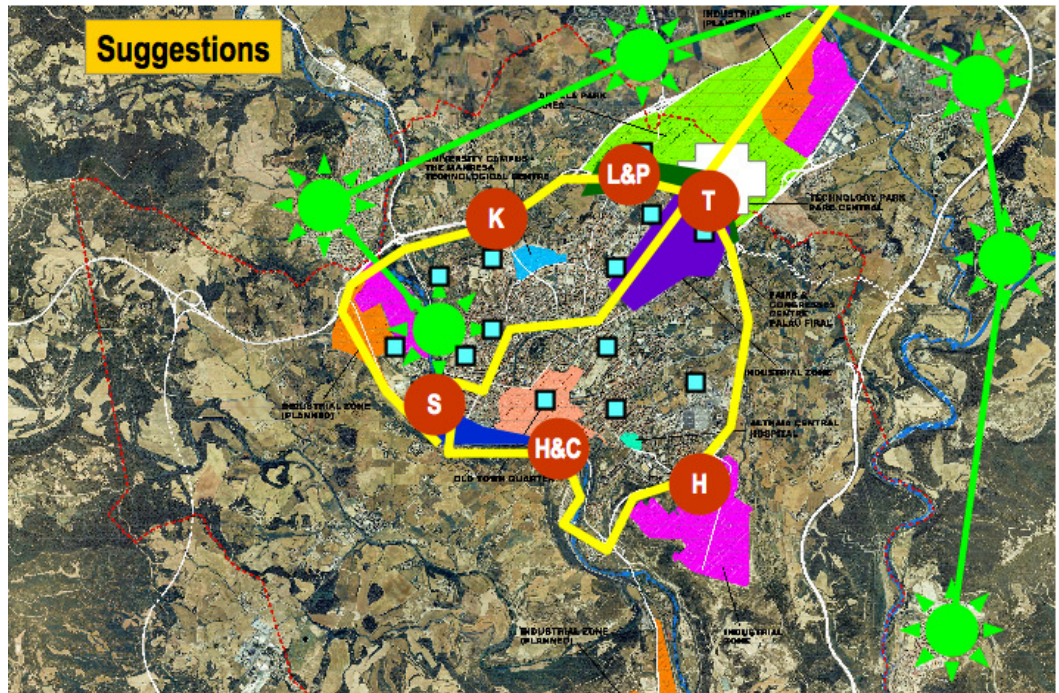
- One the longer run, the Els Dolors area (the magenta-colored area in figure 1) could be redeveloped into a more modern mixed-use area with residential and business functions. It could become an extension of the existing city fabric, and bridge the gap between city and Parc Central. In that case, the „city goes towards Parc Central“ instead of the other way around.



Figure 3.2 Suggestions for physical planning and restructuring



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General suggestions on urban planning and transport

- Elaborate the theme “the city of six gates”. The six gates are shown in figure 3.2, indicated as capitals (Sports gate, Technology gate, Knowledge gate, Leisure and Pleasure gate, Health gate). The gates are already identified in the planning scheme, but they could be elaborated and used better. The gates can be highlighted by landmark buildings, or shown by a routing system. Moreover, the gates can be used in the promotion and branding of the city. It could make sense to involve citizens in the development of ideas for the gates concept, through a citizen’s competition; also, an architectural competition could be set up for the physical designing.
- On the longer run (when the crisis is over) it is worth to consider the redevelopment of the riverfront: it has the right quality and potential. Consider developing it as a commercial area, in combination with a leisure and pleasure area; Gastronomy could be a good theme for such developments. With an attractive escalator/elevator, a connection with the city can be established.





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- Sharpen the existing green belt plan and make better use of the green zones around the city
- Create a platform with neighboring communities for spatial planning issues: focus on joint benefits for the greater Manresa region
- Public transport is in need of improvement. Existing (rail) tracks could be renewed or better used, and it is worth to consider a central spine. Also, bus connections need improvement. It is costly but it will surely contribute to quality of life and attractiveness of Manresa for investors.
- Introduce some sort of e-bike system, allowing people to take an electronic bicycle to and from many spots in the city where they are put in docking stations for storage and to reload the battery (the light green squares in figure 1). It would also imply an additional investment in cycling lanes. Such a system would reduce the dependence on car traffic, promote the air quality and health, and give Manresa a greener and progressive image.



4. Partner's introduction: Newcastle upon Tyne (UK)

The city of Newcastle in the North East of England has changed beyond recognition in the past 20 years. With a population of 260,000 people, it has earned a world-wide reputation as leaders in cultural regeneration, and was recently voted the most sustainable city in the UK.



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In the industrial age, Newcastle changed the world. The city was at the leading edge of technology and innovation; a global city, exporting its products and skills around the world. We are proud of our remarkable history, and at the start of the 21st century we have been reinventing the tradition of scientific, creative and technological excellence, producing world-leading research in the life sciences, healthcare, molecular engineering, marine technology, transport, environmental sciences, architecture and design.

Science has always been an integral part of the city and this was recognised in 2006 when Newcastle was chosen by the government as one of England's six Science Cities.

Over the next 20 years the aim is to create a knowledge based economy focussing on science, technology and innovation that will develop and commercialise a new generation of products and services which will address the global challenges of economic, demographic and environmental change.





Science, creativity, skills and enterprise will drive economic growth in Newcastle and the wider North East region, energising the business base, driving new firm formation, attracting inward investment and providing high levels of employment, and leading the way in creating a low-carbon economy. Newcastle will be an open, cosmopolitan, international city, connected to the circuits of the knowledge economy. It is already happening in our universities and hospitals – in and around the city, where we are producing world-leading research in fields such as aging and health, energy and the environment and stem cell and regenerative medicine.



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To realise this ambition, Newcastle has joined forces with its neighbour across the River Tyne in Gateshead to create the 1PLAN, a shared economic and spatial strategy which sets out how NewcastleGateshead will make its living in the next 15-20 years. centre , place –.



We have the most dramatic and memorable setting of any English city, and townscape of exceptional quality: natural, historic and contemporary icons provide the setting for our daily lives. Therefore the aim is to make NewcastleGateshead even more attractive, prosperous and sustainable place.



The 1PLAN , maps out a strategy based on 3 key elements:

- 4 Big Moves which establish the key themes of our approach – economy, people, place and sustainability
- 10 Key Steps which describe the practical actions we are going to take in the next 3-5 years, and the priorities for action, and
- a placemaking strategy which shows how we will shape the city to promote sustainable urbanism and transform the urban core of NewcastleGateshead.



Science Central, located on the former Scottish and Newcastle Brewery site is a very important part of the city's vision of becoming a world-class Science City over the forthcoming decades.





What is Science Central?



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Science Central will be a new urban quarter in the centre of Newcastle which will be an exemplar on sustainability, attracting leading edge scientific organisations to a mixed new community encompassing a variety of educational, business and residential uses.

The development of the site is overseen by a partnership made up of Newcastle City Council, Newcastle University, Newcastle Science City and One North East (the Regional Development Agency). The city development company called 1NG are the development manager for the project. Architects, MAKE were selected in October 2009 to lead on the preparation of a masterplan and delivery strategy for the development with site works due to commence at the beginning of 2012 . It is expected that the project will deliver over nine hectares of mixed use accommodation over the next 15-20 years.

Colin MacPherson of 1NG says: "This is a hugely significant development project for the City, an opportunity to grow the Science economy within the urban core in partnership with Newcastle University. The site is currently a vastly under-used resource for the city and there is a clear opportunity to open it up for the benefit of local residents and the surrounding communities."

The REDIS project is a great opportunity to learn from and grow networks with other European cities also engaged in developing Science quarters. This exchange of ideas and experiences will be used to guide the current development work to ensure that we create a sustainable site well integrated in the urban fabric.



Feedback

Please fill in this document and send by fax or mail to:

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1. For me the REDIS Newsletter is

useful not useful

2. To the topic _____ I have the following comment:

3. The next REDIS Newsletter should discuss the following topic:

4. Please send the REDIS Newsletter to the following person:

Name: _____

Institution: _____

Position: _____

Address: _____

E-Mail: _____

Phone: _____