



URBAN PROJECT/METROPOLITAN AREA/DEPRIVED AREAS/DEVELOPMENT ECO

URBAMECO

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Hammarkullen is located in north east of Gothenburg



Geographic planning

Most of us think about a suburbs as a very crowded places. But in fact there is not very many people living in Hammarkullen comparing to city areas in Gothenburg



Geographic planning

Hammarkullen was build at late 60-ies With SCAFT plan. Clearness, simplicity and uniformity were guidelines while forming the area

Families were supposed to have 1,2 cars each so the area is surrounded with huge parking places and huge road system. But all the roads in Hammarkullen end to the dead end.





Background

City of Gothenburg is very segregated city
several areas are counted as deprived areas,
Hammarkullen is one of them

- **Since 2005 the Gunnared and Lärjedalen District Committees have conducted an urban development project "Vision Angered" together with BRG (Business region Gothenburg).**
- **April 2007 organized Göteborgslokaler, Vision Angered and city district of Lärjedalen Future Workshops.**
- **October 2007 was Hammarkullen choose to be on part of URBAMECO Fast Track Network**

LAP vision and objectives

The main Visions

An attractive Hammarkullen to live and work at

- ♥ An attractive and safe main square and housing areas
- ♥ University annex in Hammarkullen with lot of students coming daily to Hammarkullen
- ♥ New attractive houses build in between the existing houses
- ♥ New roads that link together different parts of Hammarkullen and aloud to drive trough the area.
- ♥ Preschools and schools who attract even children and youths in other areas
- ♥ Active dialog with inhabitants, high participation in community developing activities
- ♥ Cooperation between private and public companies and authorities.

The way to LAP

Strengths

- © All the actors in Hammarkullen willing to participate
- © Long practice to work in networks with different actors

Obstacles and weaknesses

- ♠ Difficulties in the beginning with deciding leading part in Hammarkullen
- ♠ It took very long time before financing of project leader got clear
- ♠ Traffic planning office has not participate

Lucky co incidents?

- 😊 Programme for urban development planned for 2009
- 😊 Increasing interest from University to establish in Hammarkullen

Threats

- ▼ Economical crises in municipality (and globally)

Local Action Team

Politician, Conspirator,
responsible for
coordinate all the parts
in Vision Angered

Vision Angered
Project leader
Jan-Åke Ryberg

Responsible for Future
workshop for
Hammarkullen square 2007
Manager of several squares
in Gothenburg

Göteborgs lokaler
manager

LAT

City District
Hammarkullen
Project coordinator

Teacher, chief, project
leader worked at the area
for over 16 years,
responsible for area work

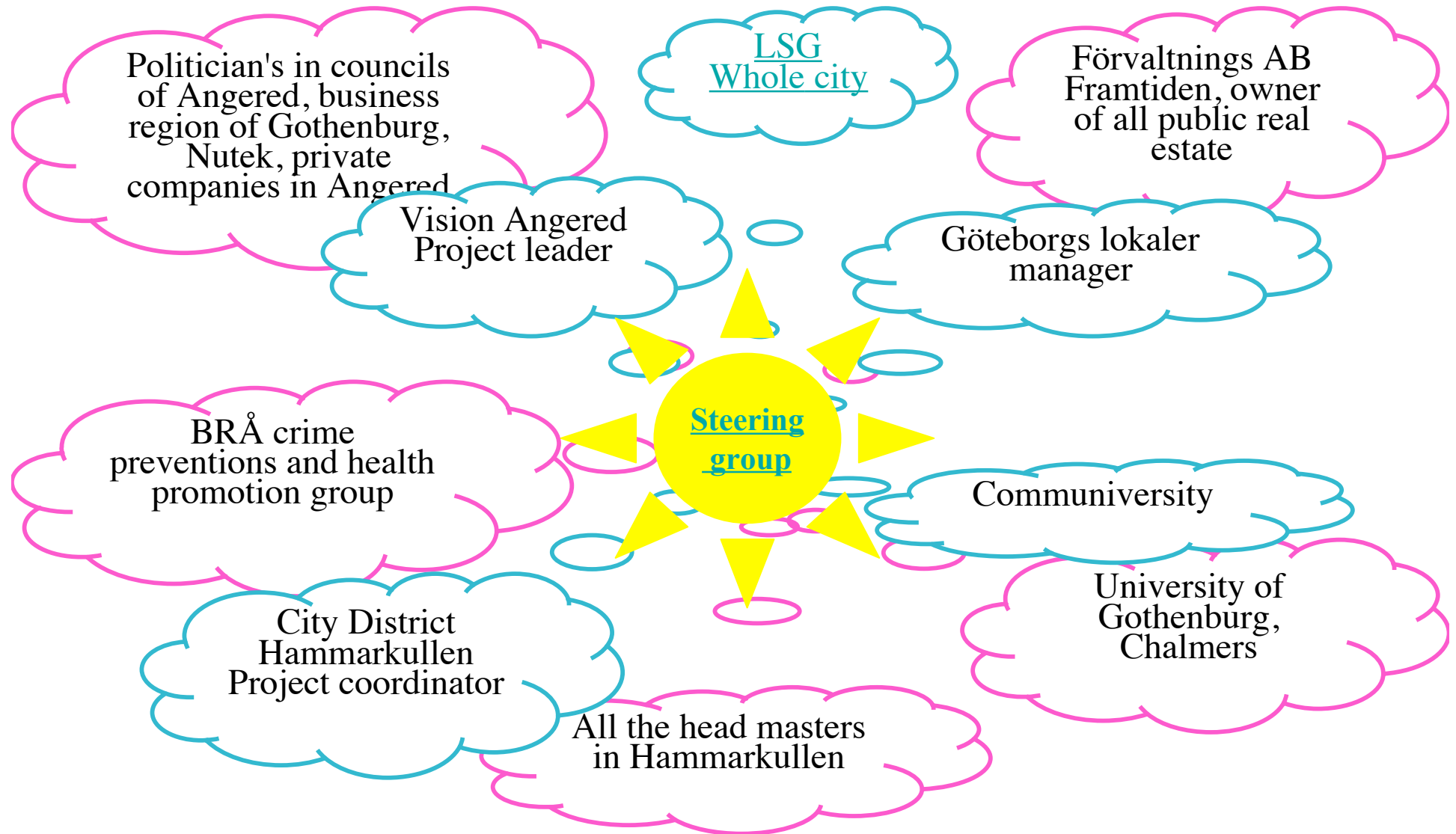
To find THEM:

Use already existing groups,
Associations, BRÅ, schools
an preschools, Youth centers,
elderly center

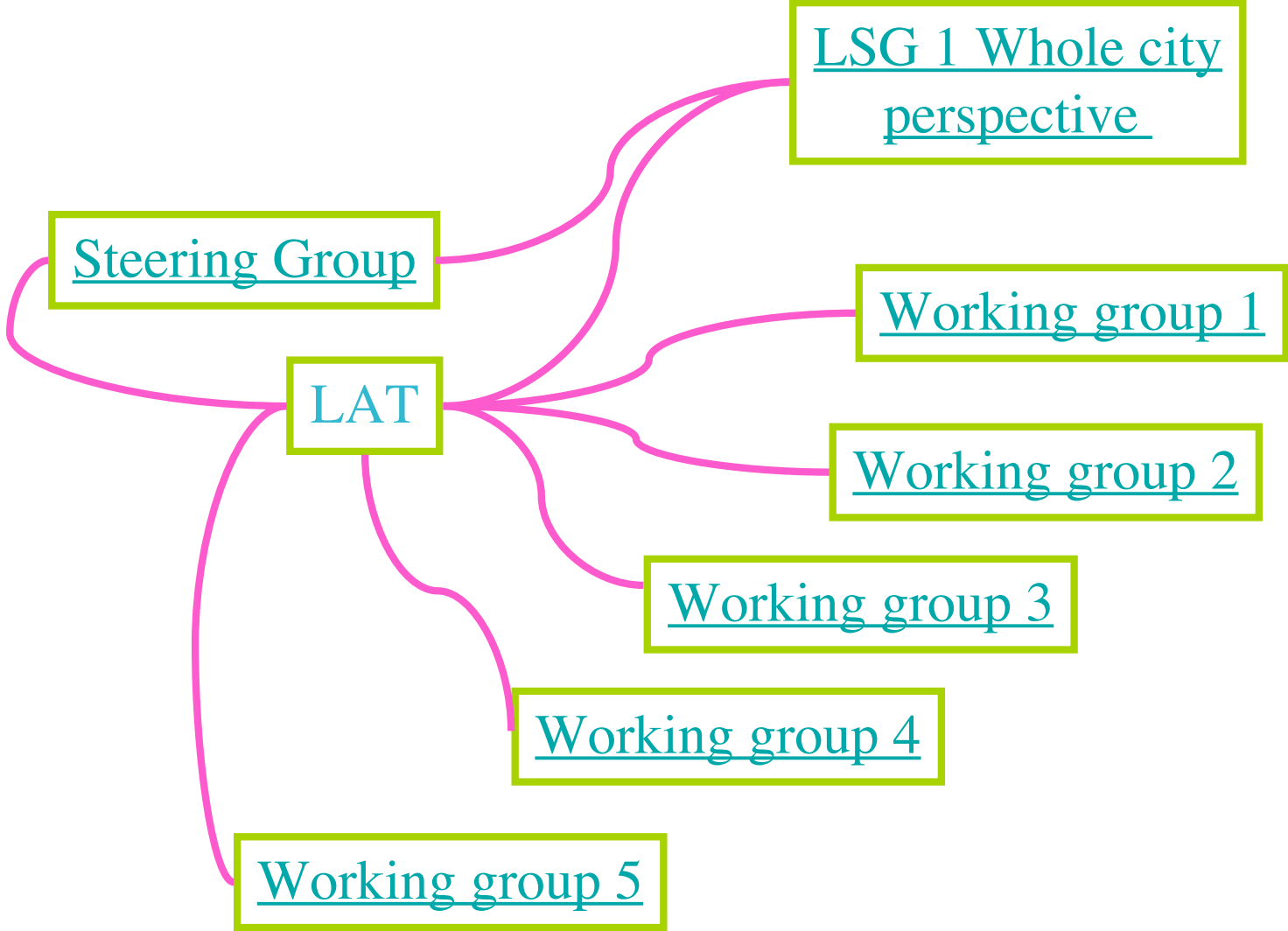
To talk to THEM:

Works shops, brainstorming,
usual meetings, invite us to
them...

Urbact Local Support Groups-DESCRIPTION



Urbact Local Support Groups-DESCRIPTION



Difficulties and possibilities group I

An attractive environment in the centre

- © To make a plan for how the various premises at the square can best be used and what needs to be extended – **planning started**
- © To try to get an established supermarket to Hammarkullen

Difficult because the company running the store now has a contract until 2011

- © The university will be moving in to Hammarkulletorget 62 B

In danger because the economical crises

- © Create a stage at the square

Decision has to be taken in the city council of Gothenburg

- © Analyse how a stairway down from Hammarkulletorget 60 to the square could be designed – **planning started**
- © Develop Hammarkullens unique underground tram stop, the underground railway station

Company owning the underground stop hasn't been in any Meeting yet

Difficulties and possibilities group 2 centre of innovative knowledge enhancement

- ♥ Develop Hammarkullen as a centre of manifold knowledge
- ♥ Work actively to implement extended university studies in Hammarkullen
- ♥ Planning of centre studies in Hammarkullen - Professor Ove Sernhede has an assignment to analyse the opportunities for this
- ♥ In the programme work, building sites may be reserved for expansion
Create developing networks between schools/universities /labour market to strengthen innovative developments
- ♥ Develop cooperation with the community in our activities and create opportunities for social education for personnel in Hammarkullen.
(Lärjedalen)

All of this is very much depending on the economical situation and how well our conspirators will work.
Everything doesn't cost but can be put aside because of feeling of “bad times”

Difficulties and possibilities group 3

An attractive Folkets Hus in Hammarkullen – where the world meets

- ♥ Create a forum so that different cultural activities can be developed in the area and get interested people to come to the area, even at other times than during the Carnival.
- ♥ Organise a process with all stakeholders in Folkets Hus to develop and modernise activities in the building.
- ♥ Make Folkets Hus the heart of Hammarkullen
- ♥ Plan together with the elderly care services how the attractive ground floor could be used together.

All this is very much possible to do IF the economical problems won't paralyse our brains, it will also need somebody who coordinate the process.

Difficulties and possibilities in group 4

Excellent schools and innovative learning

- ♥ Work actively with young people that have **not** been criminals,
- ♥ Create summer jobs for all 8th and 9th year pupils

Stopped because of lack of money

- ♥ Organise workshops of the future with all children and young people in the pre-schools, schools and Mixgården

planned -09

- ♥ Encourage the schools to work more distinctly with citizenship and joint community planning
- ♥ Create a strategy for developing the local pre-schools and schools so that they take advantage of the diversity and its opportunities

Developing competence among teacher stopped for autumn

- ♥ Develop the schools for a multicultural profile with for example language studies that reinforce the children's knowledge of their own mother tongue – B language – have a go weeks.

Stopped because of lack of money

Difficulties and possibilities in group 5

crime prevention and health group in Hammarkullen

- ♥ Create attractive meeting places for both cultural and academic activities

If we can work places which already there it is possible

- ♥ Continue the work of coordination and cooperation between the churches - achieving

- ♥ Also develop cooperation with interested Islamic communities - achieving

- ♥ Arrange an annual European break dance competition. Prepare a cost estimate for this.

Cost estimate is possible – European financing?

- ♥ Summer entertainment in Hammarkullen and Swedish National Day celebrations to be arranged together with other players

Planning completed will take place

Fast track network

Obstacles and weaknesses

- ♠ Change of project leader stopped the process for a while
- ♠ The participants of the network started off on different levels, the experienced might not gain so much from the network, they just work as a 'teachers' for the others
- ♠ Short time for the process

Threats

- ▼ Economical crisis in Europe (and globally)
- ▼ How to keep up working when the network finished, plan for support in future?

Strengths

- © Possibility to learn to look at things from different points of view
- ♥ Feel the positive pressure of achieving results

Opportunities

- 😊 Learn that difficulties are quite similar all over the Europe
- 😊 Continue to keep in touch with interesting cities for support

Value added

Knowledge:

- Need of long term planning
- Knowledge of the private actors - found 157 companies in Hammarkullen
- Useful theories about both economical and human developing
- The importance of networks

Inspiration:

- 😊 New way of argueing about the need of long term planning and consensus
- 😊 New friends for good discussions for learning and being a conspirator

Future value added

Unused recourses in Hammarkullen

€ 132 SEK million wages paid to employees in Hammarkullen

€ Several million business volume in 157 SEK companies

€ How to find contacts between these two groups



FUTURE STEPS

- ❖ New network for continuing to support each other in making LAP come true?
- ❖ Start working more closely with Business Region of Gothenburg and our managing authorities (meeting planned)
- ❖ Invite all the companies in Hammarkullen to a meeting in order to find ways to cooperate to accomplish value added
- ❖ Plan for the conference of Vision Angered/ Hammarkullen with part of the Network and Urban experts (for taking part of knowledge we'd gain)
- ❖ Jessica: possibility of forming an urban development fund within the scope of JESSICA. City council of Gothenburg has decided to apply for the money