

## **FINE**

# **A new Future for deprived Isolated NEighbourhoods by a more targeted Urban Planning**

**Preliminary project outline  
for the RE-BLOCK Partnership**

Budapest, February 2015

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## Background

The huge social and economic development gap between the “rich” and deprived urban neighbourhoods is quite often caused by a combination of factors of which an unbalanced urban planning process is one of them. Inhabitants are generally marginalized socially and physically: poorly educated people with low income and with very few employment opportunities in the area. City facilities, and infrastructure is poor, therefore these areas remain isolated and excluded.

Improving the access to employment or creating new jobs are the best basis for tackling social exclusion. The negative image of these neighbourhoods building up in decades contributes to the negative development spiral of these areas and this makes it difficult to attract new businesses and services creating new and better jobs.

Many recent actions and projects are focused on improving the image of these areas by upgrading the social structure and the working and living climate and conditions. These classical measures are sometimes successful and sometimes show smaller results. New and extra impulses are needed to turn these neighbourhoods in a more favourable position and these impulses could be given by a more strategic and targeted planning of economically high impact services and facilities including services and actions which are lifting up the image of these areas.

An approach and integrated planning strategy should be elaborated at city level to contribute to a new future by a. It would mean not only to improve the living conditions but also the upgrading of the image and the general environment of employment and living. It requires a longer term vision, a strategy, quadruple helix cooperation, a funding strategy and last but not least political willingness and support to make difficult choices.

## Objectives

*Overall objective:* to create awareness on new approaches on how make isolated and/or peripheral urban areas a better place for creating growth and jobs.

*Specific objective:* create new and innovative policies, strategies and actions to reduce the negative impact on social inclusion caused by being a deprived neighbourhood with a (partly) isolated and/or peripheral location within urban areas measures.

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## Expected outputs and results

### Outputs

- An urban planning strategy which contributes to put isolated neighbourhoods in a more favoured position and which directly contributes to improve the image and employment situation of the deprived areas
- Seminars and workshops creating place for debates between the different levels of stakeholders (quadruple helix model)
- Action plan detailing the approaches which lead to the implementation of the Urban Planning Strategy
- Funding Strategy

### Results

- Less isolated position of deprived neighbourhoods
- Improved social and economic image
- Better connection between isolated/peripheral and central areas of cities
- More businesses and jobs in the peripheral areas

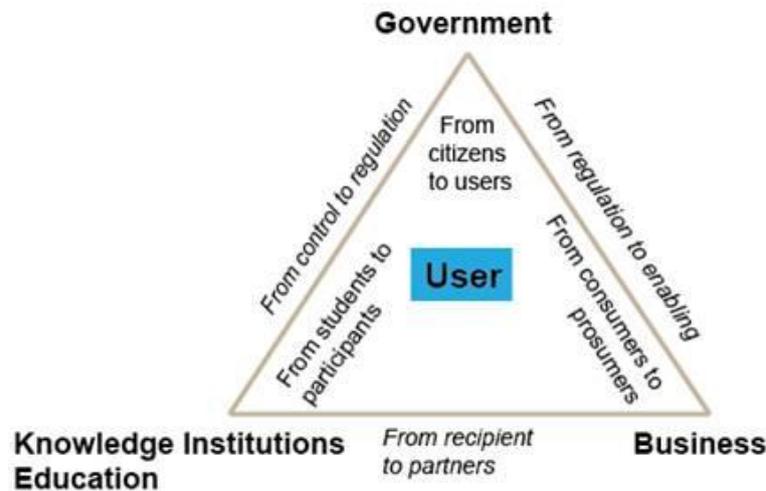
## Actions and methodology

### *1<sup>st</sup> Phase: Collecting information and analyses*

- Gathering information about the social and economic situation of the participating cities/areas
- Making a SWOT analyses about the specific deprived areas
- Mapping the obstacles and opportunities of employment (from point of view of infrastructure, required skills, organisational structures)
- Mapping the possibilities of launching a own business, and the willingness of entrepreneurship

### *2<sup>nd</sup> phase: Exchange of information*

- partners who have existing good practices, could share them with other partners finding cross points of the diverse situations and practices
- Partners can change their views and ideas on workshops and seminars finding new ways of solution
- Cooperation between the different levels of quadruple helix structure (knowledge sector - universities, government- local authorities, private sector- business and civils- local stakeholders)



1. ábra: Quadruole Helix model<sup>1</sup>

### 3<sup>rd</sup> Phase: Strategy Planning

- Elaborating an Urban Planning Strategy focusing on deprived areas and especially on employment situation
  - o creating more job opportunities by putting these deprived isolated neighbourhoods in a favoured position for the physical allocation of overarching city facilities linked to services, sports, culture and (large scale) retail facilities which are connected with new ideas how retail should function in the 21 century
  - o improving the infrastructure for a better connection and mobility between the deprived neighbourhood and the other parts of the city
  - o encouraging entrepreneurial skills and willingness to start a business which takes into account new and innovative developments on work organisation and the organisation of retail facilities like shop in shop concept
- Developing a smart funding strategy based on private/public partnerships, loans, micro credits and subsidies and grants
- Improving the quality of existing workplace, prepare them for future structural changes on the organisation of work and to prepare and involve them for this change

### 4<sup>th</sup> Phase: Action plans

- Developing action plans in each participating areas/per each involved policy instrument
- Detailing the approach how to realize and implement the elaborated urban strategies
- Putting emphasis on the monitoring and implementation abilities

### 5<sup>th</sup> phase: Recommendations sustainability

<sup>1</sup> Source: N.H.Helms and S.B. Heilesen: Framing Creativity. User-driven Innovation in Changing Contexts, EURODL, <http://www.eurol.org/?p=special&sp=articles&article=455>

- Political recommendations should be done in order to achieve maximal effectiveness and to draw attention to cross points of diverse policies influencing urban development
- Sustainability is crucial for a long term influence, therefore it is important to reconsider the successful and less successful parts of the project and the ways to improve those parts which still need it.

## Funding programmes

- **URBACT III**

URBACT is a transnational funding programme focusing on cities and functional urban areas and dealing with their specific problems. One of the key priority themes of URBACT is economic development which involves the improved employability of people in the participating cities.

In spite of the fact that URBACT is programmed under the TO11 “enhancing institutional capacity and efficient public administration” it has a special reflect to other thematic objectives. Among them the relating ones are the following:

- promoting employment and supporting labour mobility (T08)
- promoting social inclusion and combating poverty (T09)

URBACT supports strategy planning and strategy implementation actions in form of analysing, knowledge sharing, piloting, and monitoring processes.

- **INTERREG Europe**

Interregional cooperation can contribute to inclusive growth by supporting policy learning and experience transfer on regional policies that will get people back into employment. Key fields of action are, for instance, policies supporting the development of SMEs as main creators of new jobs, programmes promoting female and young entrepreneurship, and skills development for the knowledge economy.

The programme will support interregional cooperation between regional actors, dedicated to policy learning and transfer of good practices with the specific aim to prepare the integration of the lessons learnt from the cooperation into regional policies and actions.

Priority Axis 1: Research, Technological Development and Innovation

Specific objective 1.1: Improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of research and innovation infrastructure and capacities.

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## Partnership

Geographical point of view: In case of URBACT and INTERREG Europe there is no geographical restriction eligibility. All EU member state can apply for a proposal.

Target groups: stakeholders must have valuable contribution to the project. Since the proposal is based on quadruple helix model the following kind of stakeholders should be involved

- Local or regional authorities, municipalities
- Higher educational institutions, universities, research centres dealing with urban development
- SMEs, start-ups, businesses (especially those which are functioning in the participating areas)
- Employment related associations
- Civil organisations
- (Regional) development agencies

## Relevant previous projects

### **URBAMECO Fostering sustainable integrated regeneration of deprived urban areas (URBACT)**

URBAMECO network focused on strategies and projects that can foster sustainable integrated regeneration of critical urban areas of disadvantage with a special focus on local economy development as key aspect to fight social exclusion. The critical districts and neighbourhoods are prioritized and selected by the municipalities participating in the network. Their prioritization is based on statistical parameters and indicators, whose classification changes from country to country.

### **JOBTOWN - A European Network of Local Partnerships for the Advancement of Youth Employment and Opportunity (URBACT)**

The URBACT project seeks to address structural youth unemployment and poor employment, by establishing Local Partnerships for the advancement of Youth Employment and Opportunities, driven by city administrations, of local stakeholders, to advance youth employment and opportunities, as an approach to the development and maintaining of a competitive and sustainable local economy and social model.

### **IES Implementing Employment Services (INTERREG IVC)**

The Public Employment Service System, as system composed by several actors, is defined by the European Commission as a key element for combating unemployment and for favouring the access of job seekers to the labour market at local, national and European level. Through an intense exchange of experiences, carried out in different ways and according to innovative methodologies for better emphasizing the role of each partner and their different competences, the partnership, composed by actors coming from Italy, Spain, Romania, Slovenia, Germany, Austria, and Italy will be transferred information and valuable results for building a more efficient System and for providing their local customers with more useful services.