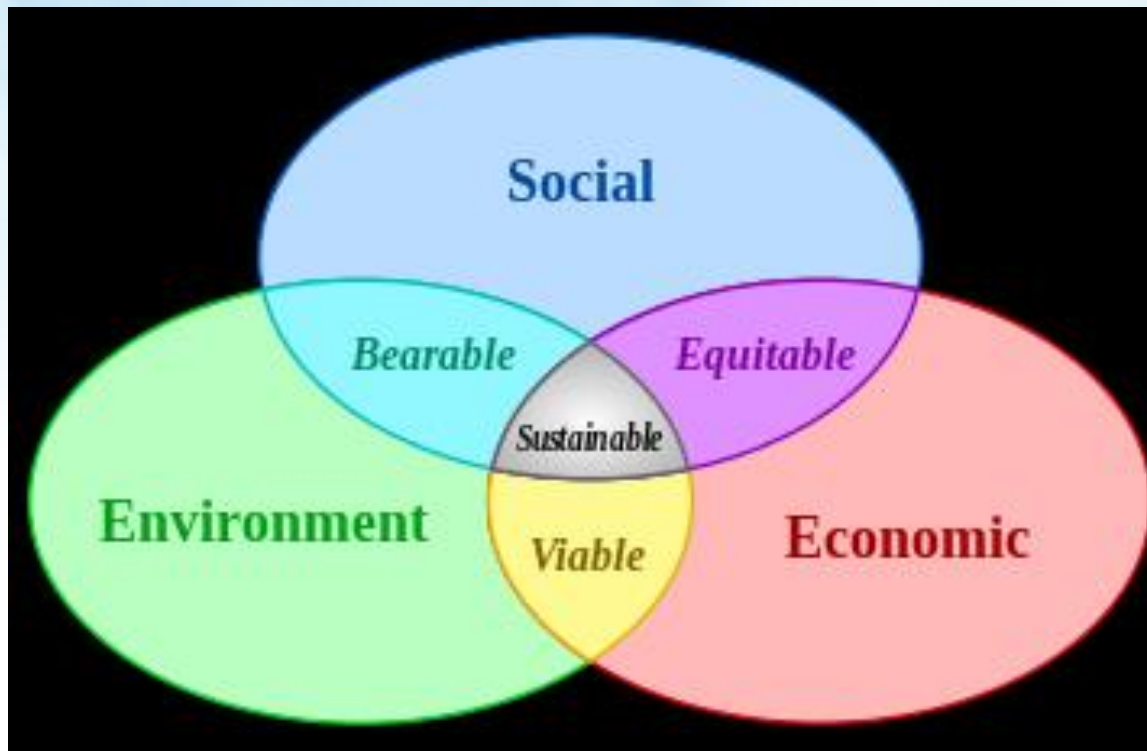# Integrated sustainable urban strategies

Peter Ramsden

Freiss Ltd and URBACT

Integration

- 'The further away one is from places, the less chance there is to achieve integration' (Fabrizio Barca)
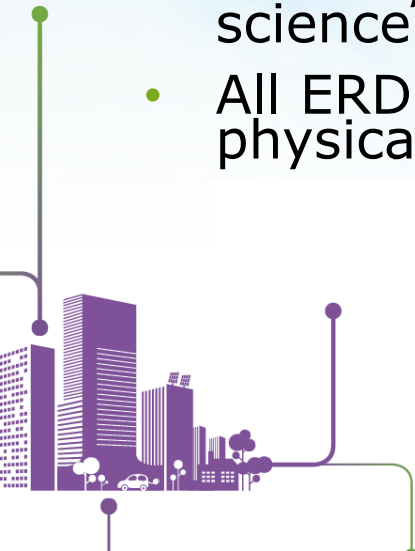
Non Integration

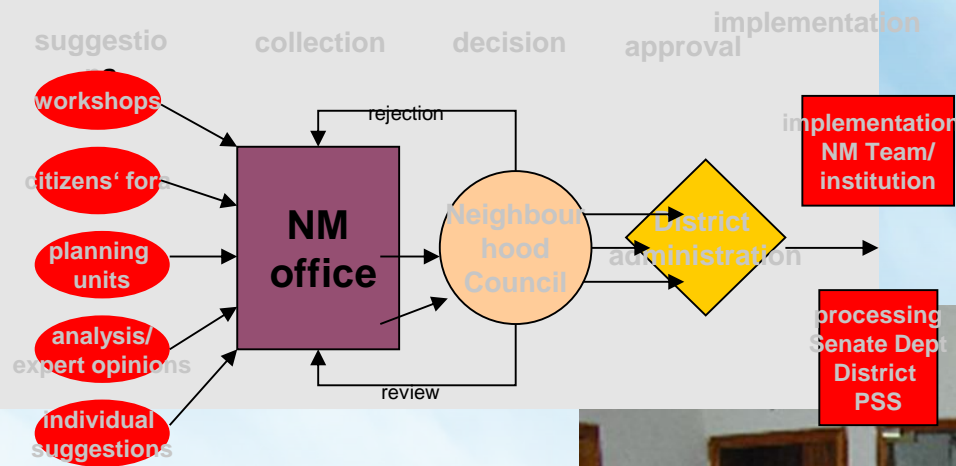# Old style science park or new style knowledge district

- Science 'Valley'
- Out of town
- Poor public transport links, extensive car parking
- New build Property development but poor energy standards
- Half let, not much science
- All ERDF, mostly physical

- New style knowledge district
- Coworking spaces
- Incubation, finance, and SME support
- Clubs, cafes, bars, restaurants
- Walking, cycling, tram, parking difficult
- creches
- University design and technology departments relocated
- New intermediaries agency between city, university with businesses on board
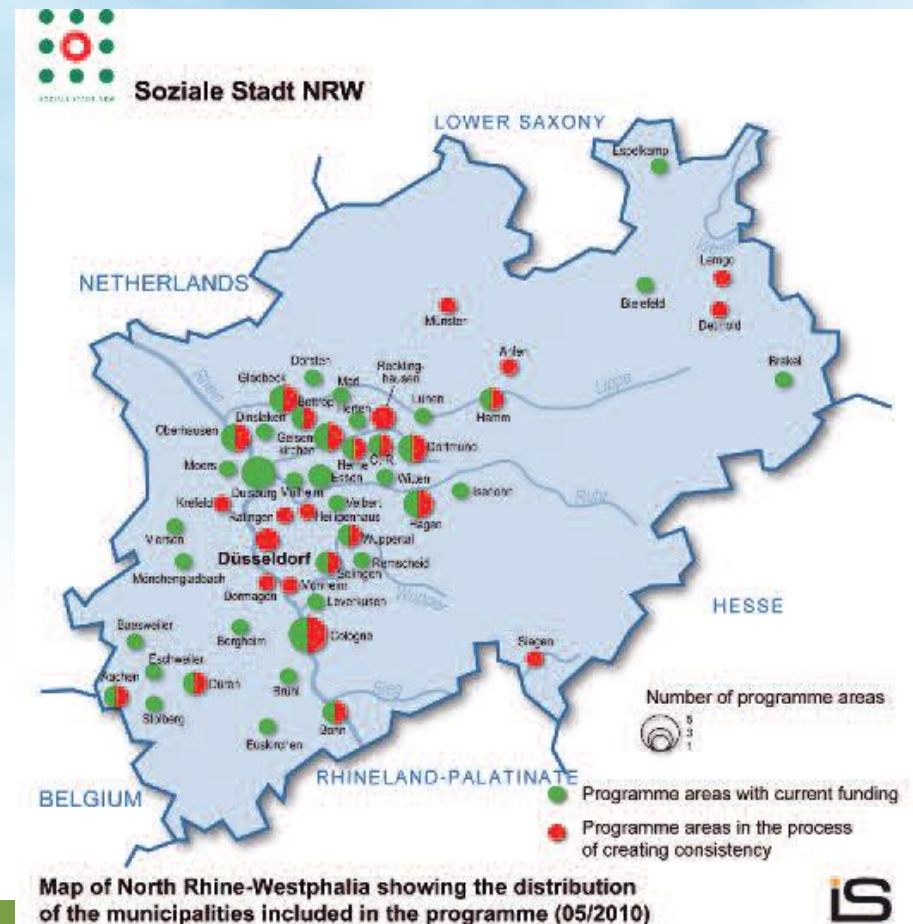- ESF and ERDF combined in useful combinations

Horizontal integration: Berlin Neighbourhood Management

suggestio   collection   decision   approval   implementation

- workshops
- citizens' for
- planning units
- analysis/ expert opinions
- individual suggestions

NM office

rejection

review

Neighbourhood Council

District administration

implementation:
NM Team/ institution

processing
Senate Dept.
District
PSS

Senate Department for Urban Development, Berlin

Vertical integration – policy alignment

- EU both ERDF and ESF
- Federal ministry
- State/Land of NRW
- Cities
- 80 Neighbourhoods

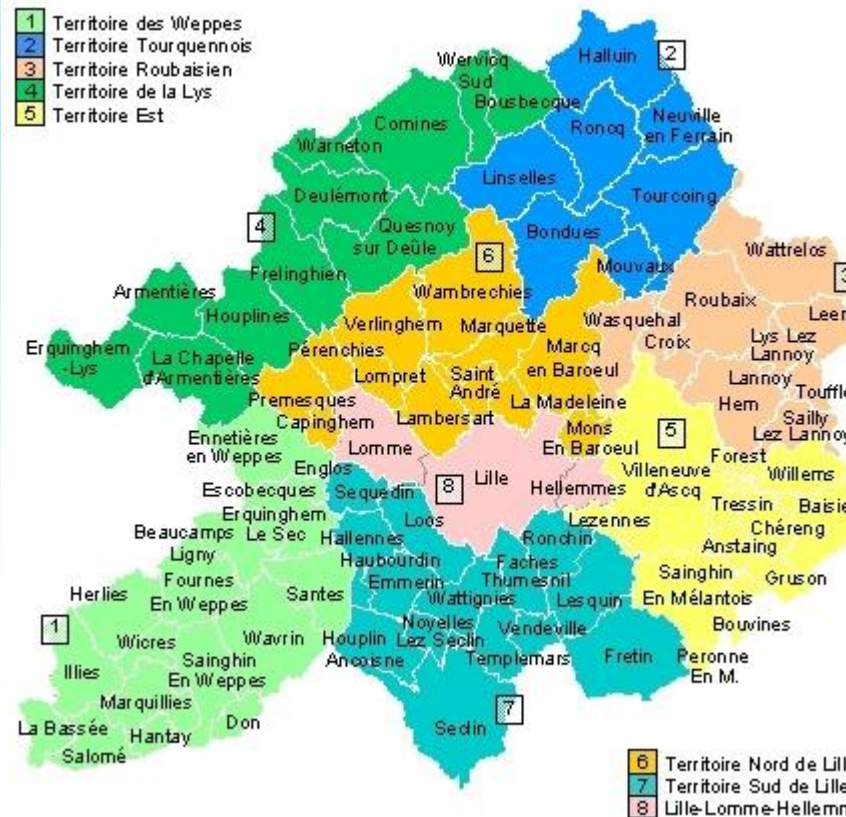Map of North Rhine-Westphalia showing the distribution of the municipalities included in the programme (05/2010)

Territorial integration: working across municipalities

Existing good practice

- Long experience of integrated sustainable urban strategies going back to the URBAN 1 and 2 programmes as well as mainstreaming of URBAN in 2007-13

- URBACT drew on this experience when designing the URBACT Local Support Group approach to Local Action Plans

- The URBACT method has been used in many different policy contexts
  - Revitalising heritage city centres,
  - transforming disadvantaged neighbourhoods,
  - integrating science and technology parks into the city,
  - transport hubs,

- Generic method with wide applicability

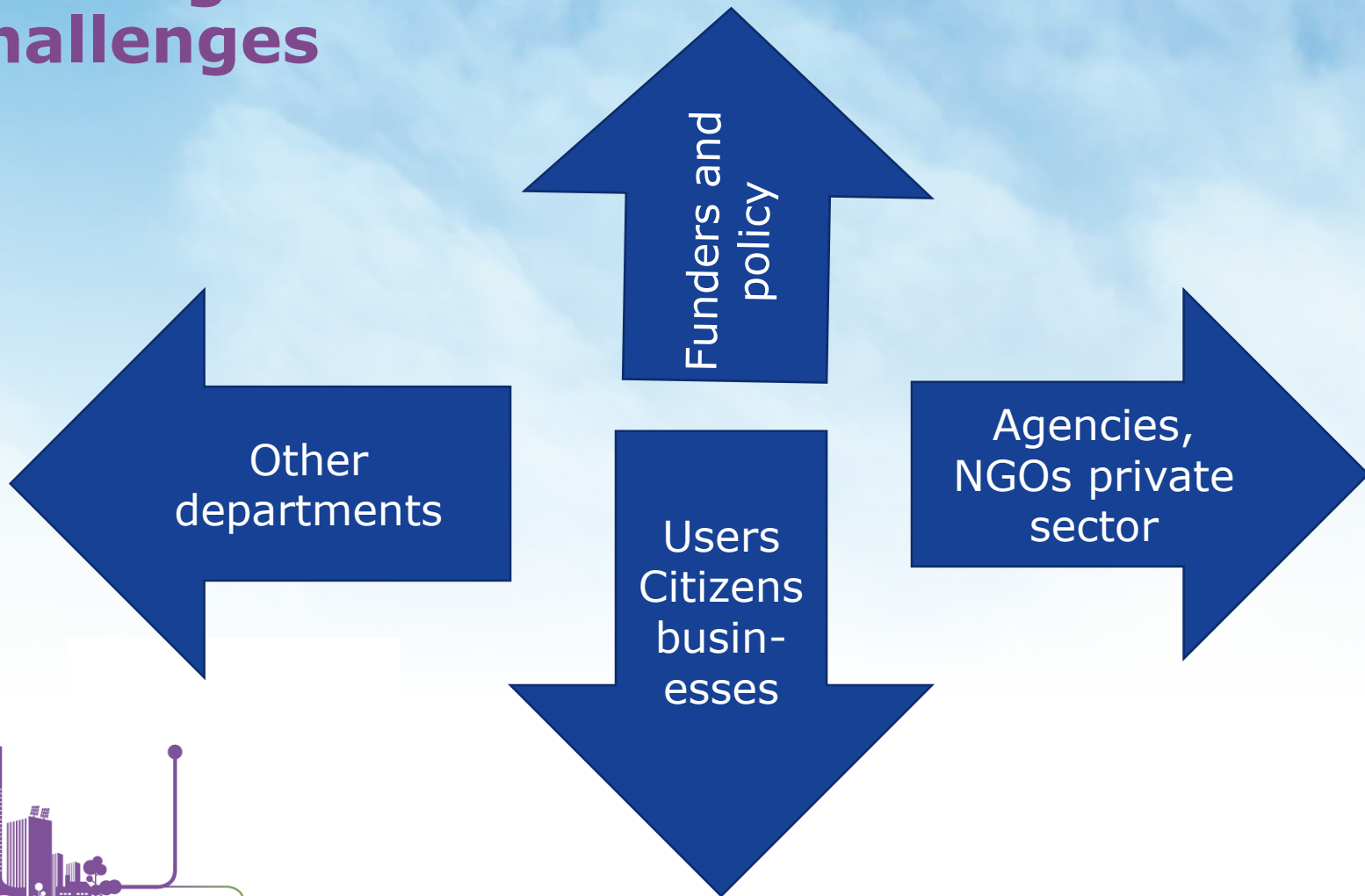- Second version of URBACT local action toolkit is available in all EU languages LINK
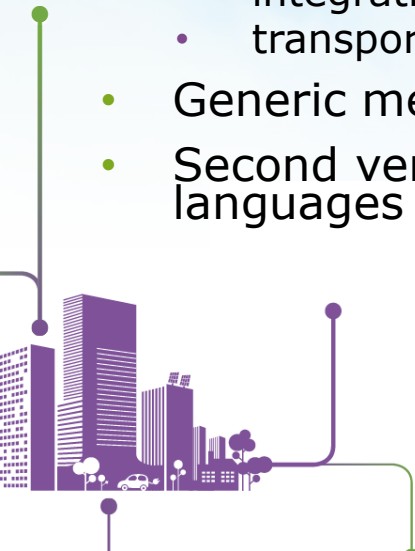
Coproduction: URBACT's cyclical model

Stakeholders → Evidence → Results → Ideas → Actions → Resources → Check → Consultation → Launch → Problems → Stakeholders

360 degree stakeholders related to the challenges

Funders and policy

Other departments

Users Citizens busin-esses

Agencies, NGOs private sector

Engaging all stakeholders in coproduction

-

- All relevant actors who are involved in the problem (north south east and west)

- "Nothing about us without us"

  - My generation - involving young people in local support groups – youth Mayor

  - Romanet: Glasgow involving representatives from Roma Community

  - REGGOV and CONET: involving residents and NGOs from disadvantaged neighbourhoods

  - CTUR Naples: working with micro businesses to transform a commercial neighbourhood

Evidence

- Digging in to your problems is a key step in understanding it

- Collect data from formal and informal sources (from national statistics to street surveys)

- Find ways to communicate the findings in a new way that people understand.   Use social media

-

Results: Measuring success

- Results and result indicators - using participative methods to develop indicators with local groups so that ownership of success stays in the community (URBACT Together)

- Work to frame indicators in a meaningful way so that everyone owns them

- Monitoring and review

- Make monitoring the target the core work of the stakeholder group

- Be aware of unintended consequences (creaming, parking, teaching to the test, postcode lotteries)

What makes a good strategy?

- The strategy needs to be seen as a policy instrument not an admin exercise.
- Summary of the urban context and identification of the main problems and policy challenges
- Focus and objectives (and results foreseen)
- Schedule of actions (action table, timetable, gantt chart)
- Funding scheme (resources for the actions)
- Framework for delivery (who does what, governance,)
- Measurement: output and result indicators
- Risk analysis
- Enough detail to be a roadmap, but keep the document concise

Key take-aways

- Be participative - use techniques such as coproduction – involve end-users and residents. Nothing about us without us

- Be cyclical - revisit the strategy and action plan regularly and refresh

Thankyou

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