# Let's heal our cities

## Tapping into placemaking and active recreation
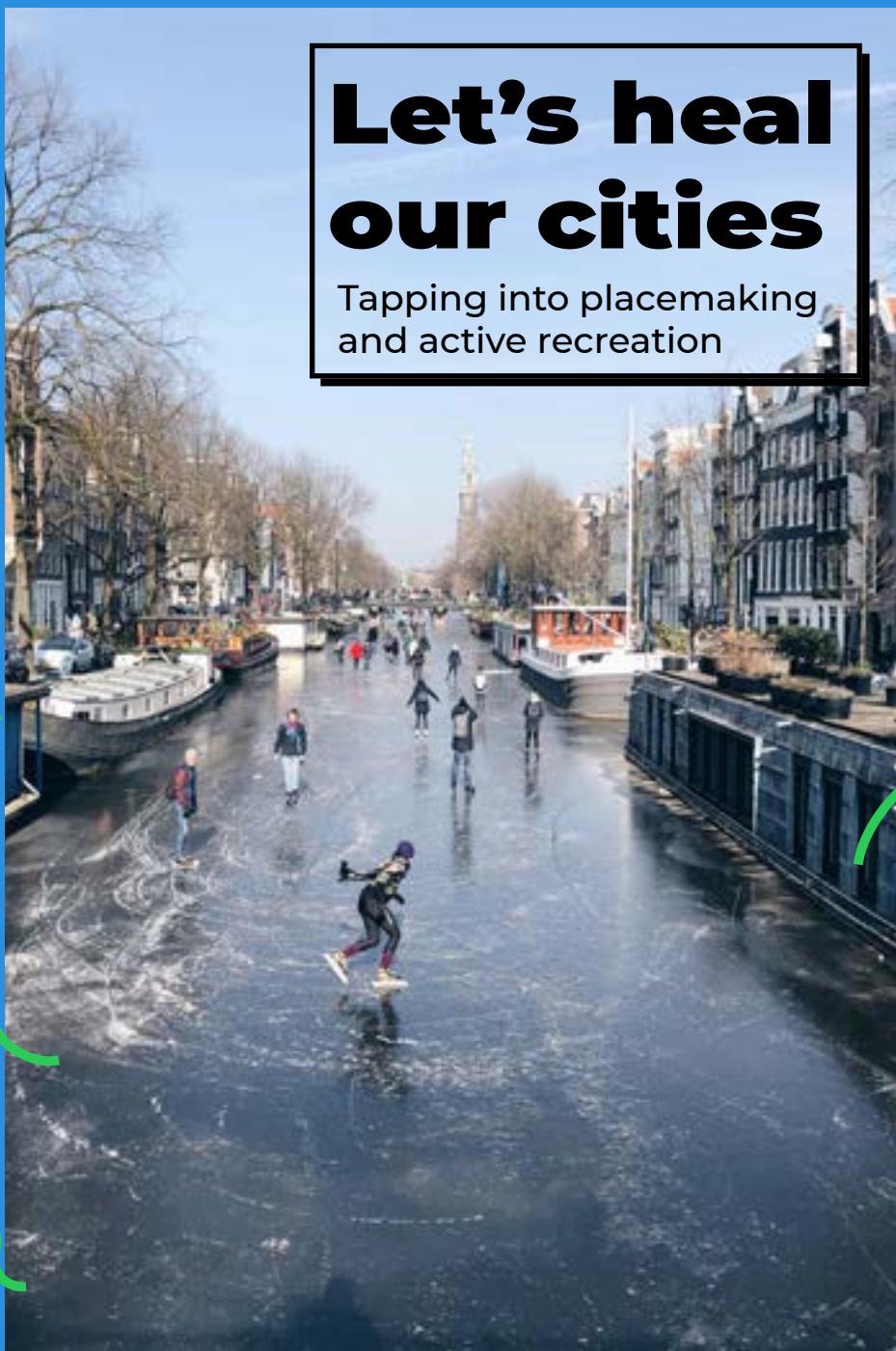
Placemaking for Active Recreation Kit

# Policy & Campaign Insights

**Avoid overcomplicating** the message to target groups.

**Be realistic in your capacities.** Rather than create an overload of too many programme events - as it is very challenging to manage the follow ups there - instead, disseminate activities; local briefings, media publicity, conference etc.

**Use an accessible digital platform,** do not use hard copies.

**Invest time and energy to develop** local and regional networks - ask them what is incentivising and exciting.

**Tap into "free" advertising;** find figures for testimonials & free sources/broadcasts.

**Work alongside local campaigns** on health, transport, employment. Otherwise, adding another local agenda becomes competitive 'noise' to the audience.

**Set up an independent evaluation** mechanism.

**Define clear and measurable targets** in advance.

**Cultivate relationships** with and use the media.

**It is okay to trust your intuition.** Often times, 'best practices' are based on experience rather than evidence.

**Be creative and bold.**

# Takeaways to your practice

**Consider the experiences of the whole community.** Especially those who are the most vulnerable. Who do you miss? How can you help them be more safe and feel welcomed? Language, dress, gender norms, price to play etc.

**Get a lay of the land and a feel for the place.** Create your own <u>Activity Trail</u> and post it publicly in the neighbourhood for others to enjoy. Complete the <u>Radius</u> to help as well.

**Try temporary interventions** for physical activity and inclusive human-scale areas. Build trust with a <u>Light Intervention</u>.

**Normalise space for sweating** and getting a workout in by demarcating the space in a light way! Such as painted/chalk boxes on the ground. #guerillaurbanism #tacticalurbanism

**Consider the climate.** Are there times of the year, or even the day, that are best for weather? Do you identify any challenges that you want to tackle with climate strategies? For example, in a 'heat island' a shaded "green shelter" and bench along a pedestrian route can help support walkability.

**Network to find your local 'movers'** and sporters that can help you tap into the rest of the communtiy. After you've made some groundway here, try out a <u>Placemaking Pils</u> .

**Make it clear to those you have networked** with that you need their support and look to the for help. This works both ways, make sure you can reciprocate the help.

**Convince your municipality** to commit to public space by using the community's momentum. See the <u>Inactivity Time Bomb</u> to show the economic costs of inactivity.

**Collaborate across disciplines** and connect with local business, schools, residents. Sketch a <u>stakeholder map.</u>

**Host a <u>Place Game</u>.** Once you have support from your community connect with your various municipal departments.

**Consider the different ways to move** - anything from ping-poing to gardening to rollerblading to Tai chi. Also the different ways we observe physical activity in public space (expert, spontaneous, and embedded). Be inclusive to all body types and abilities. Check out '<u>MOVEment Pills</u>' by NowWeMove.

**Make an interactive eye-level intervention** in your neighbourhood to promote triangulation of space and eyes on the street. Co-create <u>Facade Garden</u> with your community, or invite them to your own facade garden planting!

**Programme many types of micro-events** to target different groups in your community so everyone feels welcome.

**Facilitate ongoing activities throughout the whole year** rather than a major event annually. Talk with the group about their experiences to practice physical activity in public space. Listen deeply. Try out the <u>Plant & Seed Swap</u> , <u>Mobile Research Station</u> , <u>Park[ing] Day</u>, or <u>Pop-Up Cafe</u>.

**Find a mechanism to stay connected** - find one that suits your community for calendar or idea sharing. Check out this community board in Oslo :) Or a neighbourhood open platform such as the <u>Florum</u> or <u>La Pergola</u>.

**Ask your community directly** what they want and try out the most populat ideas. Use the <u>Open Call</u> to learn of ideas, <u>Sticker Democracy</u> to vote, and Participartory Budget to fund.

**Keep it local,** smaller and sprinkled throughout the entire city/area. Avoid programming at mega-parks that most users would have to drive to.

**Scale up using social media,** tag local and regional networks to spread the word of your work and physical activity initiatives to a larger audience. **#letshealourcities**

# Glossary of Key Terms

**Placemaking:** the process of building communities around a place; working with communities to build urban space into home-like places. The term was coined by Project for Public Spaces (PPS) in New York City during the 1980s. Read more about placemaking **here**.

Within this process, we at Placemaking Europe recognise a handful of necessary elements that set you up for a long-term and resilient high quality place: get to know and deeply engage with your community, take short term action to experiment, bring out human-scale in the plinths and the street experiences, work with with developers, think long-term, connect with your local civil servants, and find a circular funding mechanism.

**Power of Ten:** in any urban square or area, there should always exist at least 10 reasons for a user to be there or to participate in different activities. Urban spaces and the places we create do not exist in a homogenous state, but rather many parts that come together, where all users can find at least a small piece where they feel at home and want to be. Read more about the Power of Ten **here**.

**Eyes on the street:** an idea put forward by Jane Jacobs, sees that humans want to go where other people are to observe each other and to feel a sense of safety from the collective surveillance on the street. By having many users observing and participating in the public realm, behaviours that go outside social norms and rules will likely not be tolerated. **Check out** The Death and Life of the Great American Cities by Jane Jacobs.

**Triangulation:** Bringing together multiple types of activities in one space. By doing this thoughtfully, more users can interact and connect on new ways to evolve the place and generate added value for one another - in other words, a place becomes more than the sum of its parts when they exist together. Further, this strategy adds 'eyes on the street' for safety and motivates increased use.

**Orgware:** how the functions are organised, including the daily management of the place, the maintenance of the area, and how decisions are made and communicated.

**Software:** how the place functions for its users, what types of behaviours occur, how do the people socialise and practise their cultures.

**Hardware:** how the place exists in a physical sense. Does it have appropriate pedestrian infrastructure, colourful features, nice quality materials such as street furniture to relax or clean trash cans; is the physical design nice to stay in and enjoy? Read more about orgware, software and hardware -- and how to combine to make great places -- **here (pp 10)**.

**Stakeholders:** anyone that can be impacted by or assert power to the project at hand - this ranges across all levels, from those who are low to high in either category. Often you start with the groups who are high in these considerations, but then you must grow to include those who have been overlooked or not yet considered. For example, you may initially think of the land property owner, but you should also consider the land maintenance worker or the local trash collector.

# Glossary of Key Terms

**Place-led:** using the inherent identity and intangible qualities of a place to guide your project into the next steps. This can also be called the 'DNA' of the place. Naturally, this is a necessity in placemaking. To best understand what are the qualities and get to know your place, implement the Place Game analysis. Within grassroot sport organisation, perhaps this uses the communities norms for types of sport(s) practised as a starting point to build from.

**Sustainable placemaking model:** (Rather than a business model!) A framework building on the placemaking process to include future oriented organisation, governance, and funding to ensure the placemaking intervention will move beyond the temporary in order to provide long term impact - social value, among environmental and economic. Thus, creating a sustainable mechanism is a means to achieve this goal; to create a feedback of social, environmental, and economic value - such as connection to place, sense of belonging, and social cohesion- to ultimately bolster a lasting higher quality of life for the local context. Importantly, the nature of a Sustainable placemaking model does not seek profit as a priority, rather, integrates profit/funding into the framework in order to foremost support and maintain 'people' and 'planet'.

**Top-down:** decisions made by a higher up for the overall system ("controlled, directed, or instituted from the top level"). This is often found in rigid bureaucratic systems.

**Bottom-up:** when citizens can take their own actions to start a movement and intervention, where all those involved have the chance to get involved and make a statement, this is supported by a flexible and accessible public policy.

**Co-create:** within a participatory process, users and stakeholders are able to work together with the project team to bring about solutions.

**Light - quicker - cheaper:** Getting to action right away to make change happen in an easy manageable way until the long-term solution is found and able to be implemented. This is a great way to test out ideas to see if they work for the community and to build trust that they are being listened to and long term change is in the process. This is often found with bottom-up processes.

**Participatory process:** when the users are genuinely welcomed to be involved and make an impact in the decisions throughout the whole public space process. This is from when you begin to get to know the place through handing over the place management, or long-term care, to the community) , not a one moment consultation.

**Plinth:** the groundlevel facade of a building or structure. We are particularly interested in plinths that are next to public space. We recommend a series of characteristics for good quality and human-scale plinths in **The City at Eye Level.** Brick wall with no other use? Can you turn it into a temporary squash court for the day? As community organisers and citymakers, we can creatively work with the plinths around us to transition it towards the human experience, and even engage with building/business owners to see how they can make their facades more inviting and porous to the public sphere.

**Connect with us online and join us in our upcoming live moments!**

## park.bgbeactive.org/

### @isca.official

**Move Week**                                          May 23 -29
https://moveweek.eu

**Move Congress Brussels**                   Nov 17 -19
https://www.isca.org/move-congress

### @placemaking_europe

**Placemaking Week Europe Pontevedra**   Sept 27 -30
http://placemaking-europe.eu
linktr.ee/PlacemakingEurope
**team@placemaking-europe.eu**

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Placemaking for
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