

Welcome

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The river Rhine



Malburgen



Brief history

- District built in the period 1936-1980
- Two concepts: before and after WW-2
- until 1970s a stable district with a mix of lower middle and working class
- 1975-1995 downward development
- 1985-1995 investment in district management to turn the tide
- 1998 residents, municipality and housing corporation determined for more fundamental intervention: reconstruction plans (2000-2015)

Malburgen

(immediate causes of restructuring)

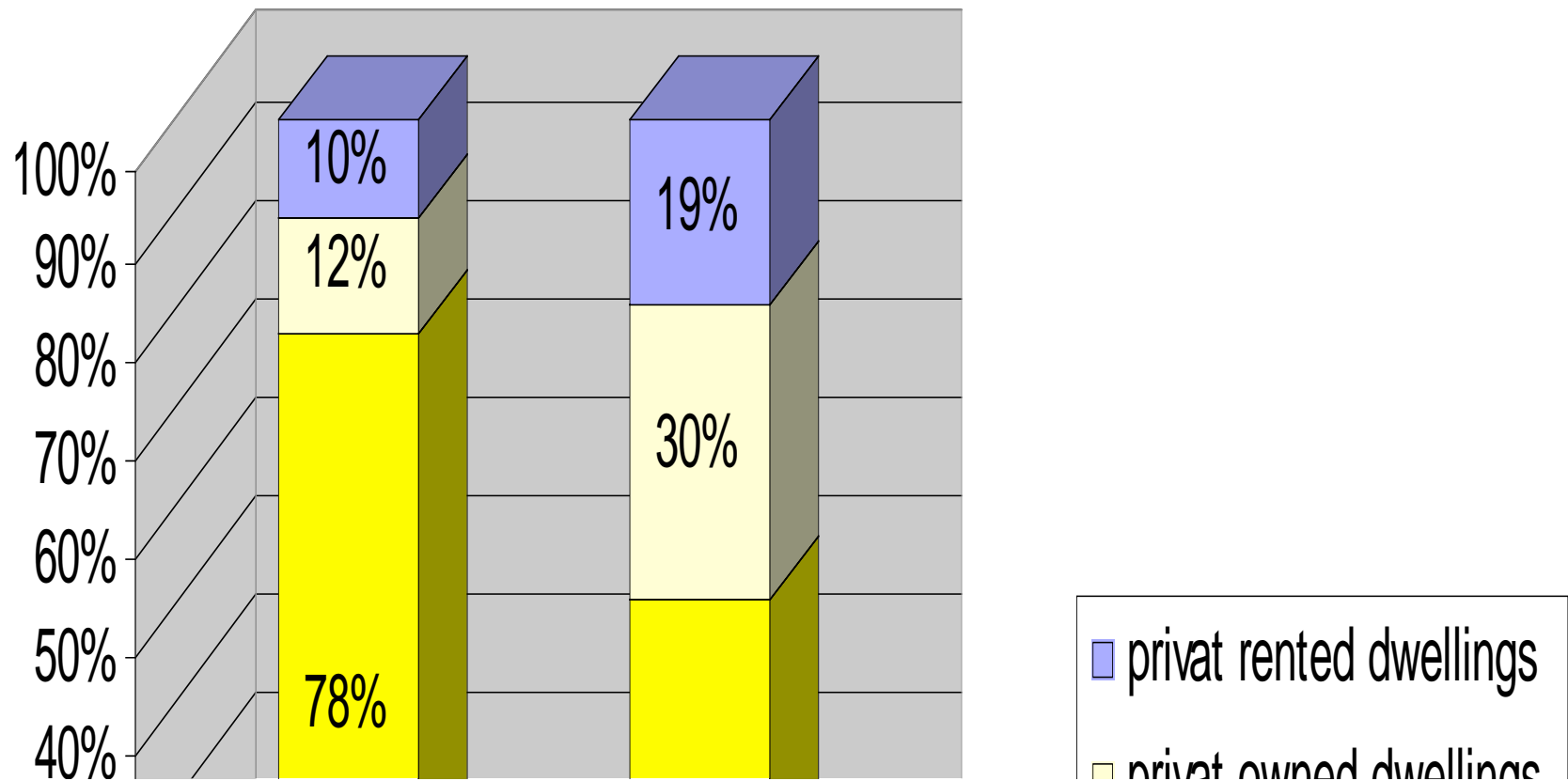
- limited diversity housing stock
- poor quality apartment buildings
- departure of well-off households-
influx of weaker households
- declining social-economic
diversity of the population
population – increasing ethnic and
lifestyle diversity
- reduction in support for facilities
(under pressure)
- high unemployment
- bad living environment
- Nevertheless: potential strong
location!!



Malburgen

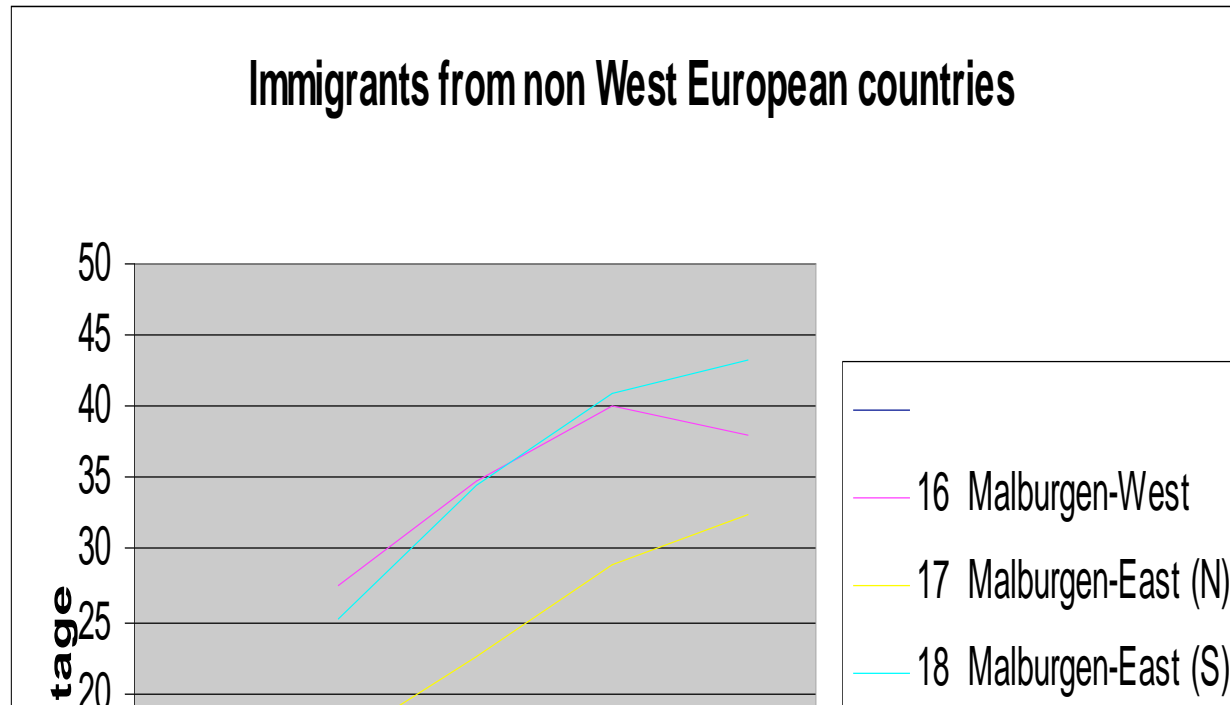
(immediate cause of restructuring)

Housing Stock Malburgen 1996



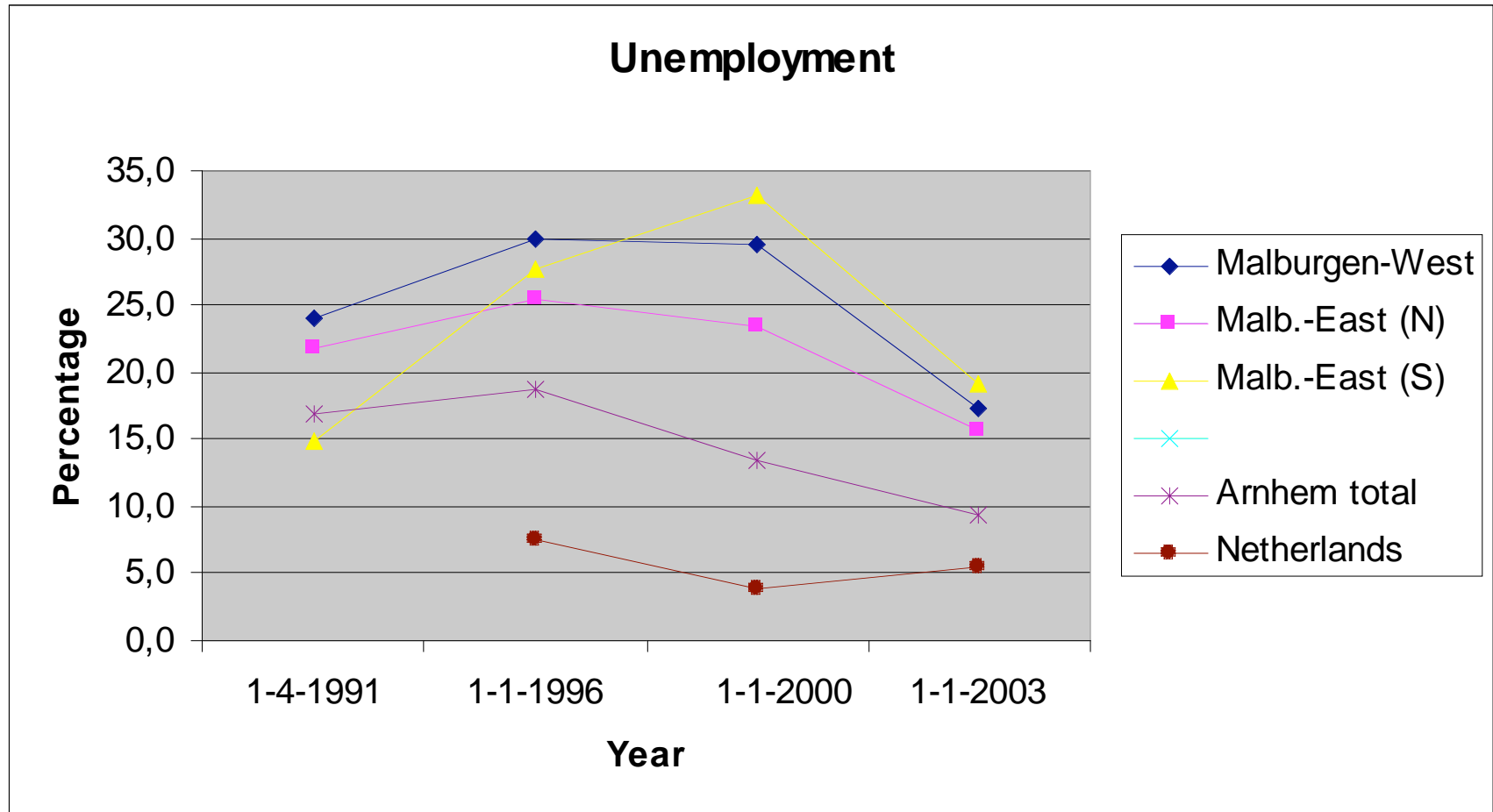
Malburgen

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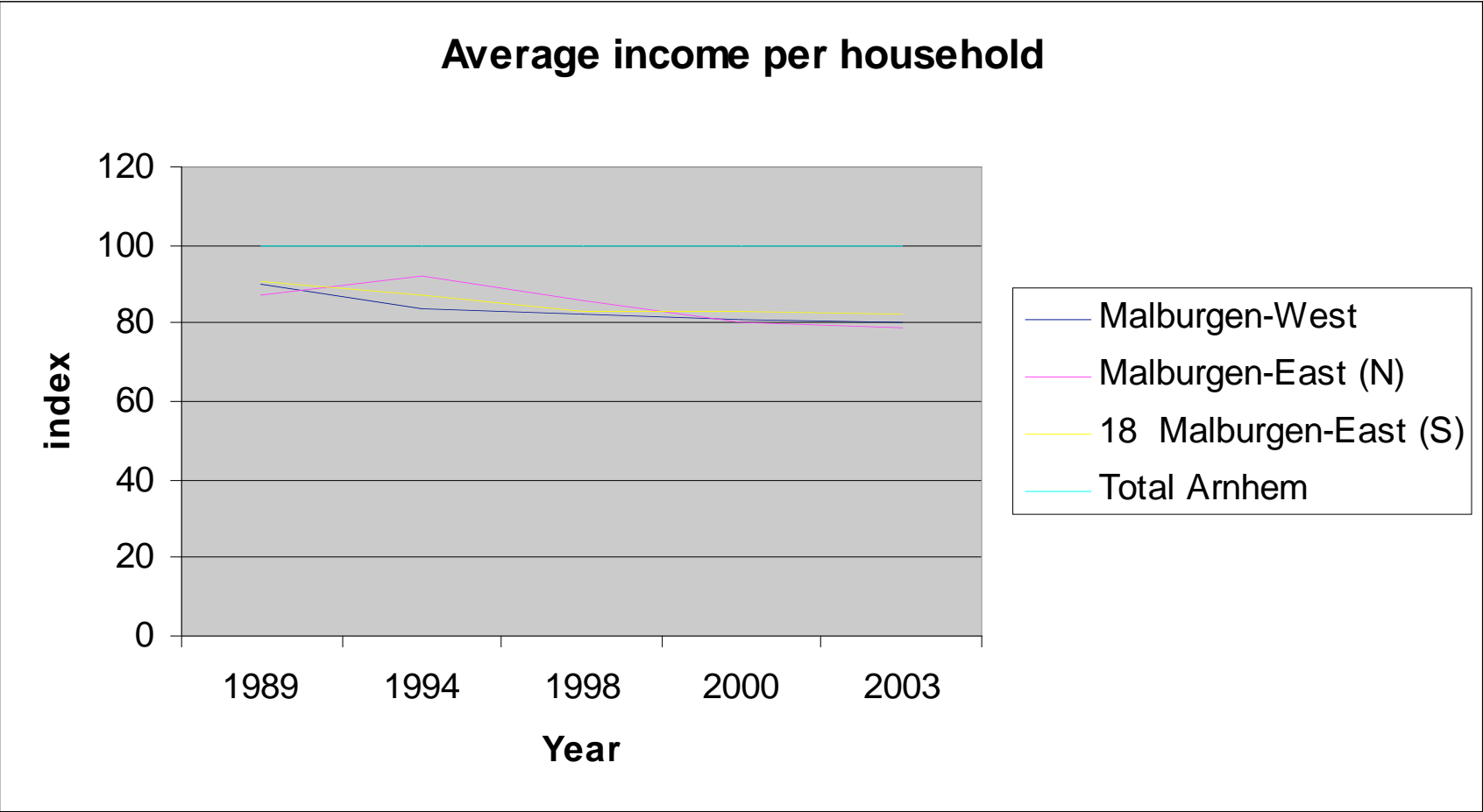
Malburgen

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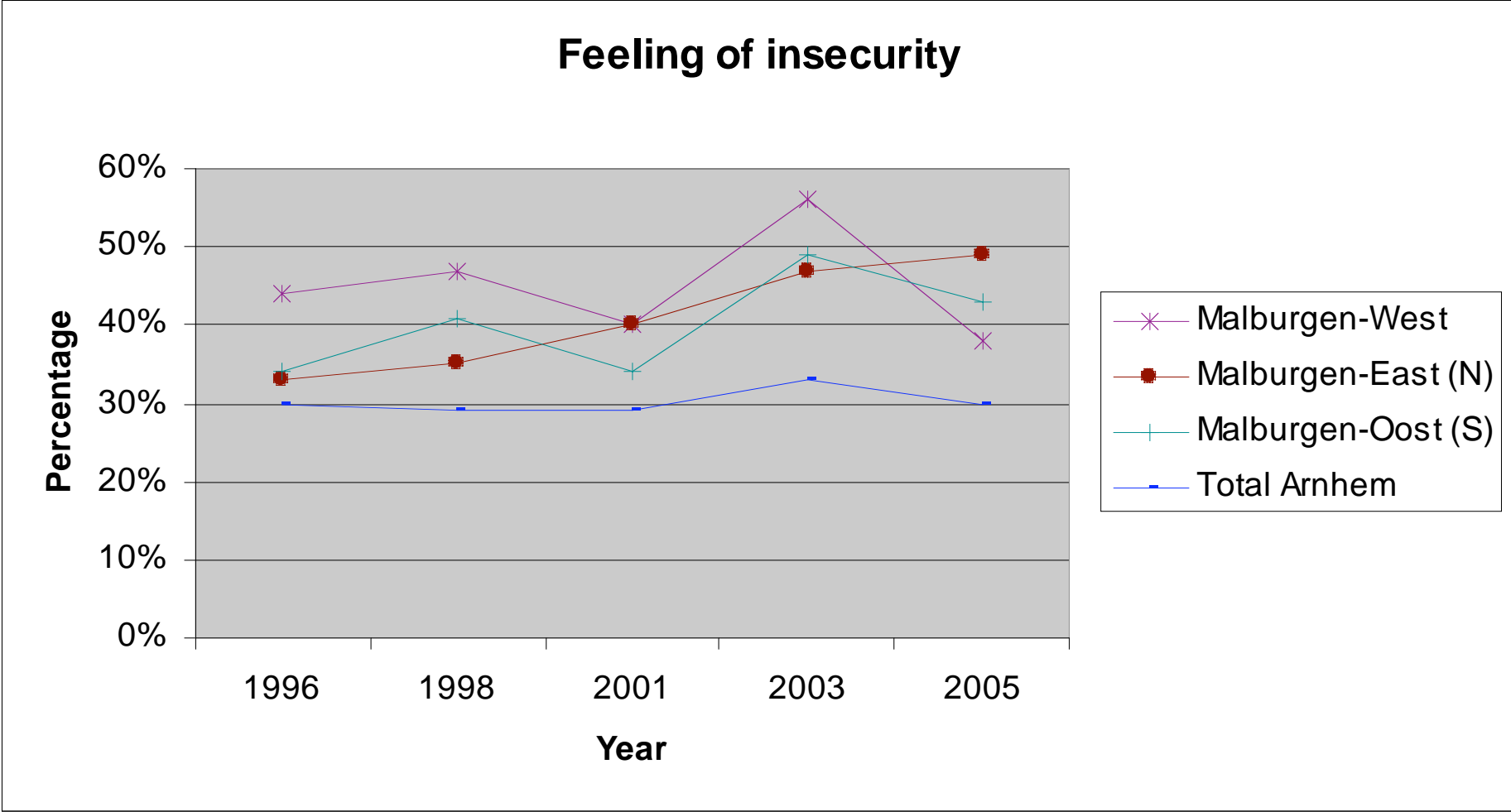
Malburgen

(immediate cause of restructuring)



Malburgen

(immediate cause of restructuring)



Malburgen (goals of restructuring)



to get a neighbourhood with a good quality of life, in which

- It is pleasant to live and work
- The social structure and cohesion have been improved
- More inhabitants participate in schooling and work
- Social & economic rising
- With affluent possibility for housing careers
- And an attractive image in the region

Powerful location!



Approach plan development

- S/W analysis
- Long term vision
- Development Plan:
 - 15-20 years
 - 700 mln
- Principles
- Physical programme
- Social programme
- Economic programme



Principles

- Equality of the three partners: covenant
- Housing corporation as project-developer
- Open communication (communication plan)
- Profits will be used as input in the total development plan for non-profitable elements
- Residents have a guarantee to stay in the district (return-guarantee)

Physical programme

- 1250 houses demolished
- 3000 new houses (70% private owners)
- Improving infrastructure and green/park facilities
- Improvement of community facilities (schools, sporting-, welfare- and health facilities) and economic facilities
- Strong central shopping mall

Economic programme

- Collective business building and facility-point for starting small enterprises
- Coaching of starting small enterprises
- Micro-credit financing
- Realisation of work/enterprise units combined with houses
- District environmental service projects
- Forms of work-experience facilities

Action programme demolishing approx. 1250 dwellings



Demolishing a church



The social programme

- Quick scan of the social condition
- Methods in developing the social programme
- Participation of residents: The Malburgen Way
- Issues for the social programme
- Examples of activities
- Results and effects
- Risks and success factors
- Tasks for the future

Quick scan : strong points

- Remainder of original middle class and working class + influx of new residents: vital coalition
- Expertise amongst residents built in the period of district management
- Strong residents organisation

Quick scan: weak points

- Only a small portion of the residents involved
- District framework: 60+ (whiteskin/grey)
- Large group of migrants very weak involved
- Few contacts between native and non-native residents: increasing irritations and tensions

Methods

- Olympic conferences: residents, professionals and counsellors
- Determination of the most essential and best-opportunity offering issues for a social programme
- Strengthen cooperation and coalitions: effective development board (core-group)
- Ateliers Malburgen

Olympic Conference



Participation of residents

- The Malburg Way: equivalence, coproduction, open proces, intensive communication
- Investment in additional community workers
- Residents in core group for the social programme
- Innovative methods in the sociale programme

Main issues for sociale programme

- Investing in the proces of community schools (highest priority)
- Investing in multicultural society
- Space and opportunities for the young
- Strengthening district economy
- Improving security / safety
- Working on opportunities and problems “behind the doorstep” (social rising)

Examples of activities (1)

- Meet and greet / talking is worth its weight in gold (stimulating neighbour contacts)
- Social control in the neighbourhood
- Living room interviews: inventarisation of problems and chances
- Arts route and art scout
- Restructuring public areas /playgrounds
- Ateliers Malburgen (workshops)
- Facilities for youth (Splash, video clips)
- Tackling school dropouts

Examples of activities (2)

- Neighbourhood Academy (focused on the needs, qualities and talents of the residents)
- Women and children centre Luna
- Collective business building
- Tackling domestic violence
- Tackling debt and child rearing problems
- Intervention in families (with criminal children)

Tasting the cultures



Results and effects

- District no longer in downward spiral!
- Things are not yet improved in alle neighbourhoods: focus on sub-areas
- More residents involved
- Young people and cultural groups better involved
- More contact between residents (social cohesion)
- More favourable judgement by residents about their own district and living environment
- New houses are sold rather easy! (30% M)

Success factors

- Cooperation of residents, local government and housing corporation!
- Openness of the process (transparance)
- Effective and transparant organisation
- Communication, illustration and celebration of successes
- Threads: time and changes in personnel!

Tasks for the future

- Continuing the upward movement
- Broaden and deepen residents' involvement
- More focus and force on unemployment, school dropout rates
- Effective control on anti-social behaviour
- Improved monitoring for smart formulated effect indicators
- Show results more clearly
- More knowledge of effects of social intervention

No more the mark of backward district
!!

MARITA 3

