

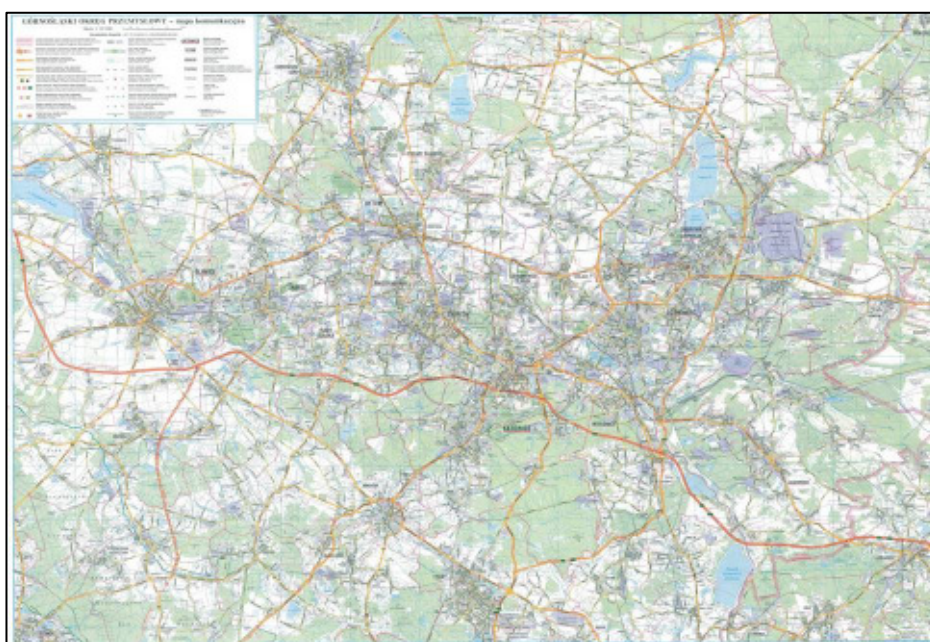
“Support for Cities” project (URBACT 2002 – 2006)

Final report for

Silesian Union of Municipalities and Districts

on behalf of the cities:

**Bytom, Chorzów, Ruda Śląska
and Świętochłowice**



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1 Introduction

Objective

Pointing out the main field of actions on macro and micro level; Describing what could be done

Objective of the report

The objective of the report is to point out to the Silesian Union of municipalities and districts and the four involved cities the main field of actions and what ought to be done, dealing with the problems and opportunities described in the dossiers and experienced on the mission from an integrated point of view (Chapter 3). The main field of actions are related to the Silesian Operational Programme 2007–2013.

Main field of actions

- Spatial planning
- Economy
- Education
- Environment and Housing
- Citizens participation
- Culture, Leisure and Recreation
- Industrial tourism

Need for a regional institution providing a framework for the regional development

Given that the existing problems and challenges can often not be solved by the municipalities alone, an institution on macro/ regional level is needed, which provides a regional development framework/ frame of actions, on which the municipalities act on and arrange their concepts, plans, activities, etc. Thus, a target-oriented and coordinated proceeding of the municipalities can be supported, improving the capability to deal with the problems and challenges and by this improving the development perspectives of the region and its municipalities. Together – presented by a regional entity – the municipalities will also have a bigger bargaining power (bargaining e.g. with the voivodship or national level or enterprises) and present a more important entity than alone (higher economic power, more inhabitants, etc.).

There is a political consensus within the mayors of the Upper Silesian mining region to create such a regional entity, the Silesian Metropolis Union.

Chapter 2

First impressions

Structure of the report

Chapter 2 identifies some initial impressions and some key actions that could be undertaken by each of the municipalities, based on the site visits to Bytom, Chorzów, Ruda Śląska and Świętochłowice.

Chapter 3

Base-line situation and assessment of main field of actions

In **chapter 3** for each field of actions – based on the dossiers from the cities and the Silesian Union of municipalities and districts and as well as from the on site visits – it is described:

- its general significant for “development”;
- its base-line situation (problems – potentials – actions taken so far);
- recommendations for tasks for the macro (regional) and micro (local) level how to deal with the problem and challenges of the region and its municipalities. The tasks will be partly exemplified by examples or referred to websites where further information can be retrieved.

Chapter 4

Proposed organisation and coordination structure for and between the regional and local level

To secure coordinated and integrated proceedings between the macro and micro level for an integrated development of the Upper Silesian mining region and its municipalities, in **chapter 4** an organisation and coordination structure for the Upper Silesian mining region is proposed to secure coordinated and integrated programs, concepts, plans, projects and processes for an integrated development of the Upper Silesian mining region and its municipalities (horizontal and vertical coordination).

Chapter 5

Conclusions

In **chapter 5** the experts give a summary of the main conclusions and findings of this report.

Methodology of the expert mission

| | |
|-------------------|---|
| 14. April 2007 | Deadline for receiving dossiers from the cities |
| 14. May 2007 | Cities and Union receive supplementary questions from experts |
| 24. May 2007 | Experts receive some answers to the questions |
| 29. May 2007 | Day for travelling to Katowice |
| 30. May – 1. June | Mission with workshops and meetings in the Union with representatives of the Municipalities and five on sights visits |
| 2. June 2007 | Day for travelling back |
| 8. June 2007 | 1. Draft of text modules of the final report (experts divided the tasks, writing the report) |
| 12. June 2007 | Feedback on text modules |
| 18. June 2007 | Final version of the text modules, final reading and lay outing |
| 26. June 2007 | Final report sent to Silesian Union, the four cities and the “Support for Cities” secretariat by Urbact |

Mission completed

Three experts were chosen to provide advice to the Silesian Union of Municipalities on regeneration issues:

- Nigel Wakefield (UK)
- Nils Scheffler (Germany)
- Sonja Mikkelsen (Denmark)

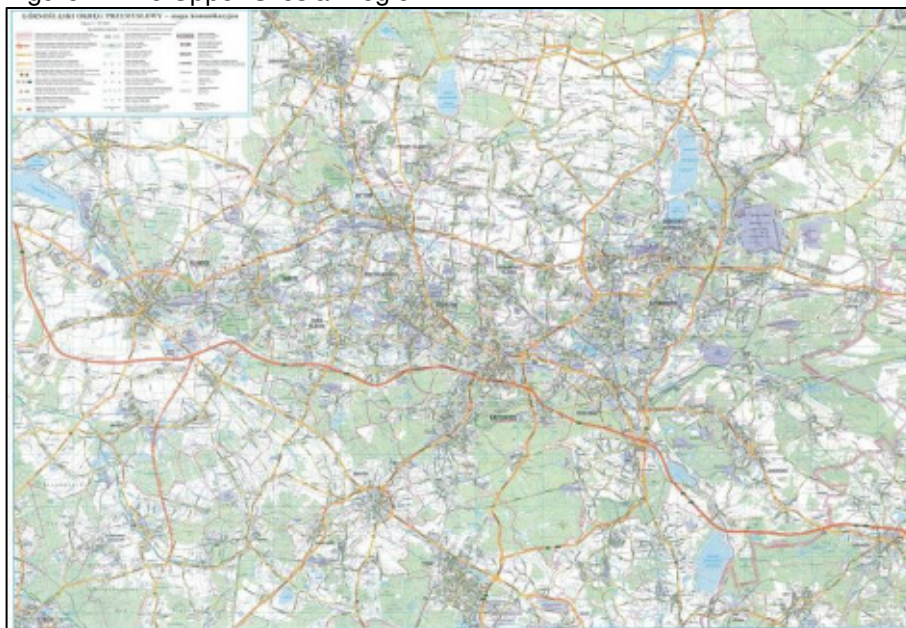
The three experts agreed beforehand to analyse the dossiers and other information received for the Union of Silesian Municipalities. Having reviewed the dossiers supplementary questions were sent to clarify particular issues.

In total eight days were allocated to each of the experts to undertake their mission. Of these eight days four days were in Poland undertaking site visits, workshops and meetings with representatives of the Silesian Union of Municipalities on behalf of the cities: Bytom, Chorzów, Ruda Śląska and Świętochłowice.

2 First impressions

This section is based on the site visits to Bytom, Chorzów, Ruda Śląska and Świętochłowice in Poland between 29th May - 1st June 2007. It identifies some initial impressions and some key actions that could be undertaken by each of the municipalities. A more comprehensive baseline position, key actions to be undertaken can be found in chapter 3.

Figure 1: The Upper Silesian region



The Silesian region covers a vast area in southern Poland approximately 45 km across with the main city of Katowice located in the middle of the agglomeration just north of the A4 Motorway. The agglomeration is well served by international airports with Katowice and Krakow airport being the nearest (s. Figure 1).

First impressions of the agglomeration is a lack of distinction between the identity of different cities, the amount of post industrial sites that need regenerating and the enormous housing and social issues that need to be tackled.

Chorzów

Chorzów

Chorzów is a relatively old city that appears to benefit from its proximity to Katowice. It has significant areas of post industrial land and in particular large steel works which is located between the town centre and Chorzów II (s. Figure 2).

Like many of the towns and cities in the region it suffers from high unemployment, poverty and lack of entrepreneurial skills.

The centre of the town is severed by a large dual carriageway flyover which cuts across what would have formerly been a pleasant market square (s. Figure 3).

Figure 2: Area of Chorzów



Figure 3: Flyover cutting the market square into two; historic buildings surrounding the square



We were shown a couple of initiatives which are underway including the regeneration and environmental improvement of housing areas in Chorzów II and the establishment of a local initiative centre.



Key Priorities

When asked what the key priorities for Chorzów are the municipality highlighted the following as the top three priorities:

- Attracting Investors
- Ensuring Jobs
- Environmental Protection

Each of these should not be seen in isolation and should be seen as part of a wider sustainable integrated approach which includes social, economic and environmental benefits.

Key Actions

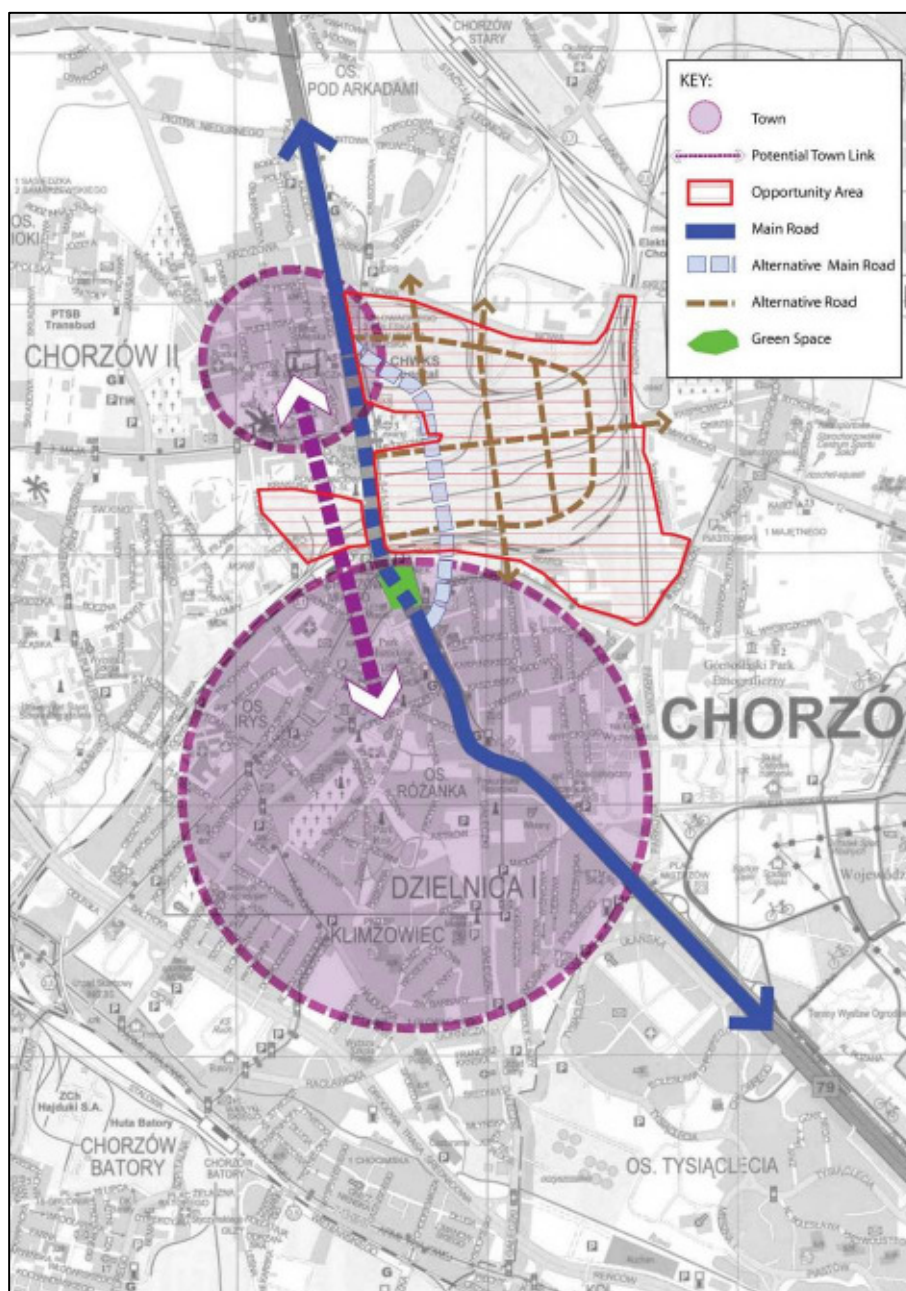
- Implement projects as part of a strategic masterplan that links initiatives in the city centre to surrounding post industrial and housing areas.
- Ensure connectivity of projects by setting up a steering group that addresses regeneration issues across departments that meets on a regular basis.
- Find alternative routing for the main Katowicka/ Chorzowska Road in order to remove this significant barrier within the town centre.
- Re-establish main market square as the heart of the city centre with new mixed use development surrounding it.
- Draw up a concept design for how the square could look if the road was removed.
- Establish potential funding sources for the re-routing of the road and public realm improvements in the main city centre.
- Build up a picture of landownership within Chorzów and identify key landowners which need to be contacted.
- Prioritise post industrial sites in terms of regeneration benefits.
- Identify ways of assisting bringing forward key post industrial sites through improved infrastructure, clearing of sites and gaining an understanding of the scale of contamination issues.
- Establish a dialogue with key landowners such as Mittal steel in order to understand their aspirations.
- Prepare a development brief for key post industrial sites and adopt it as council policy to ensure that any development is coordinated, of high design quality and that a comprehensive approach is taken to each of the sites.
- Ensure good stakeholder consultation with residents, business community and landowners early in the process.

Some initial ideas

The plan below shows the opportunity to use key brownfield sites to link the town centre with Chorzów II, It also would allow the opportunity to redirect traffic and reclaim the town square (Figure 4).

This could form part of a strategic masterplan that has the benefit of improving the city centre, regenerating a brown field site and provide better connection between the city centre, housing areas and recreational facilities.

Figure 4: Linking the key brownfield sites with the town centre



Ruda Śląska

Ruda Śląska

First impressions of Ruda Śląska were a lack of a city centre with a whole series of fragmented communities. More time was needed to understand the spatial relationship between places and the priority areas for investment (s. Figure 5).

Clearly architectural heritage was a key priority in Orzegow where traditional forms of tenement type blocks could be found (s. Figure 6 and Figure 7).

Figure 5: Area of Ruda Śląska

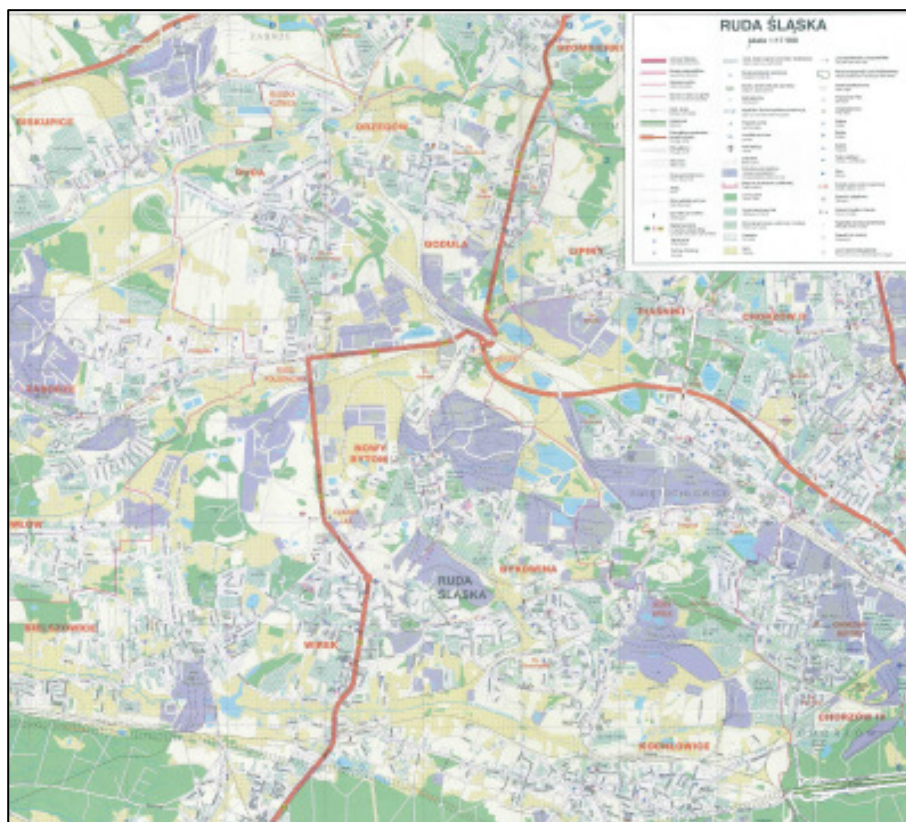


Figure 6: Typical residential blocks set in tree lined streets; poor internal courtyards



Figure 7: Refurbishment of local church; successful mixed use development





There were examples where of investment in improving the architectural heritage is happening at the same time blocks with very poor courtyards and properties with unfit basic facilities were common. We were shown a particular building where the owner had a dental business and employed approximately 15 people. He also owned a number of apartment above which he rented out.

Key Actions

- Establish whether there is a need to create a stronger city identity and physical centre.
- Undertake a Conservation Area Management Plan.
- Establish a Heritage Economic Regeneration Scheme in areas of conservation and heritage value which will allow funding to match private sector investment.
- Prioritise post industrial sites in terms of regeneration benefits.
- Identify ways of assisting bringing forward key post industrial sites through improved infrastructure, clearing of sites and gaining an understanding of the scale of contamination issues.

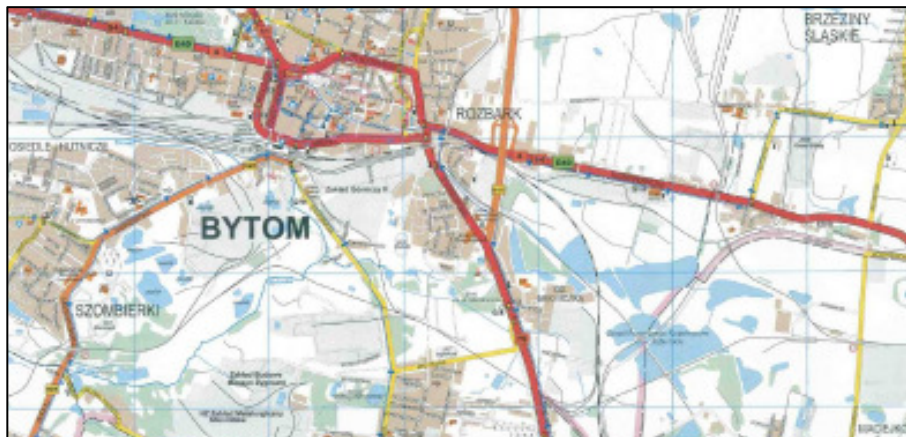
Bytom

Bytom

Unfortunately we did not have the opportunity to visit Bytom Town Centre but from the map it clearly seems that it is constrained by a tight ring road and access into the town centre is limited by the railway line (Figure 8).

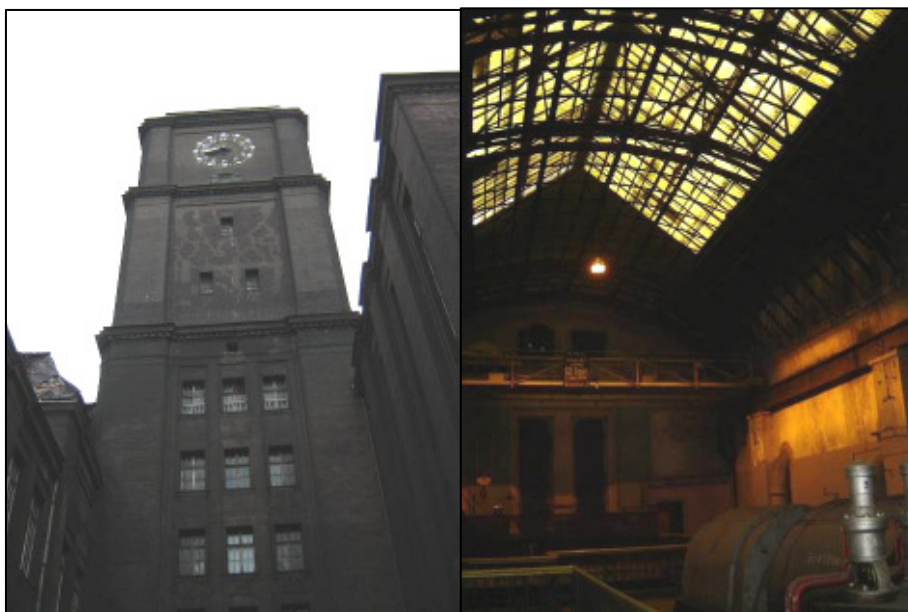
Bytom like many of the other cities we looked at is struggling with the scale of the problem of post industrial sites, levels of unemployment and lack of entrepreneurial spirit. It has 260 hectares of Brownfield sites. Clearly with amount of Brownfield land there is a need to prioritise sites for investment and on other sites it may be more appropriate to develop them as part of a country park providing a network of new open space.

Figure 8: Area of Bytom



There appears to be a strong desire to change the image of Bytom and develop a city of culture and recreation. This was most strongly emphasised when we visited the Power Plant and were shown the vast turbine hall that was used for cultural events (s. Figure 9).

Figure 9: Szombierki Power plant which is part of the architectural heritage of Bytom and is used for cultural events



The architectural heritage of the city is varied and includes large areas of more modern tower blocks. It is proposed to set up a local initiative centre within one of the housing areas (s. Figure 10).

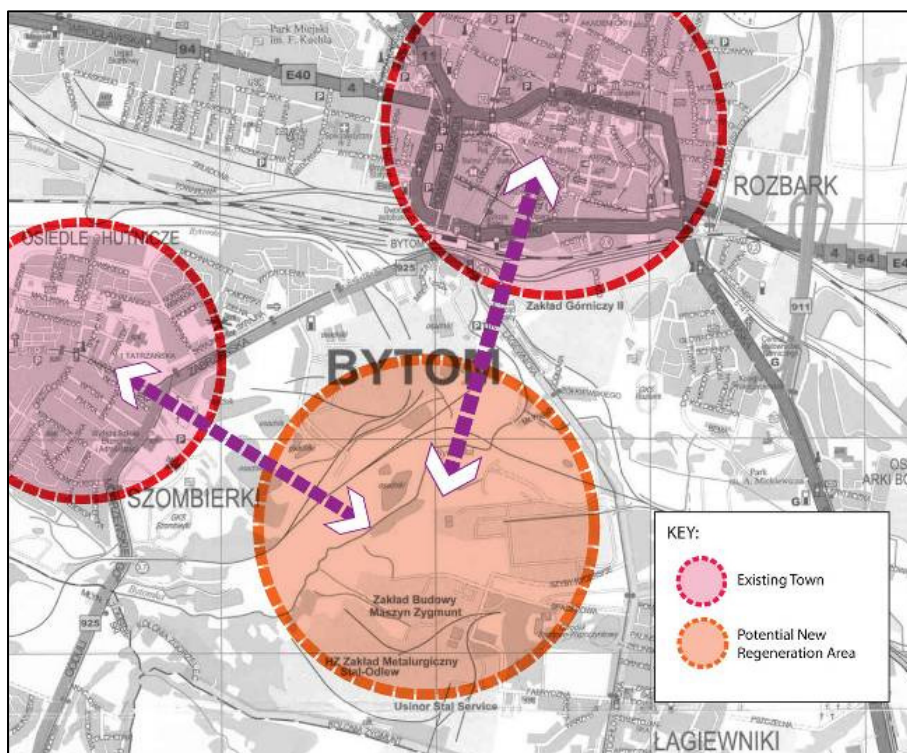
Figure 10: The location of new local Initiative centre; poor quality open space between buildings



Key Actions

- Implement projects as part of a strategic masterplan that links initiatives in the city centre to surrounding post industrial and housing areas (Figure 11).
- Ensure connectivity of projects by setting up a steering group that addresses regeneration issues across departments that meets on a regular basis.
- Consider re-use of the Szombierki power plant has a tourist and cultural attraction. See attached link for converted steel factory in Rotherham UK as a science adventure centre <http://www.visitmagna.co.uk/>.
- Prioritise post industrial sites in terms of regeneration benefits.
- Identify ways of assisting bringing forward key post industrial sites through improved infrastructure, clearing of sites and gaining an understanding of the scale of contamination issues.

Figure 11: Linking area in Bytom



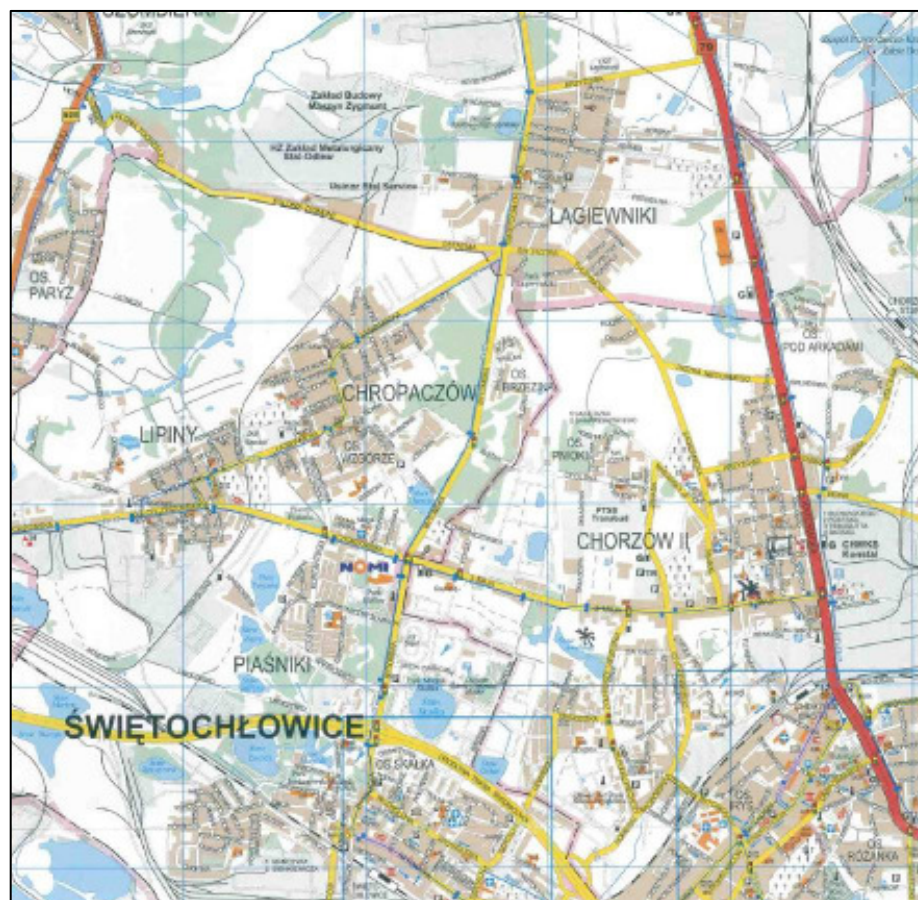
- Consider possibilities of housing renewal in certain areas by involving the private sector and utilising land assets as a tool to secure regeneration.
- Improve traffic infrastructure at the same time ensuring it does not become a barrier to pedestrian movement.

Świętochłowice

Świętochłowice

The main focus of our visit was Lipney which as a population of 8 500 people. Demographically it has the youngest population in the area with 21% between the ages of 0-15 years. Between 1970-1990 there was a migration of better off inhabitants to Piasniki (s. Figure 12).

Figure 12: Area of Świętochłowice



Lipney has particular high level of social problems including high levels of unemployment, crime and alcoholism. There are generation of families that live on social security and supplement income through the black market.

Although the condition of buildings and facilities are poor the overall street structure is easy to understand. The overall quality of streets and public spaces is poor. A local initiative that involved the community being involved in the design of the environment would give a sense of ownership and result in more civic pride.

Figure 13: View down the main street in Lipney; main square with proposed Local Initiative Centre in the background



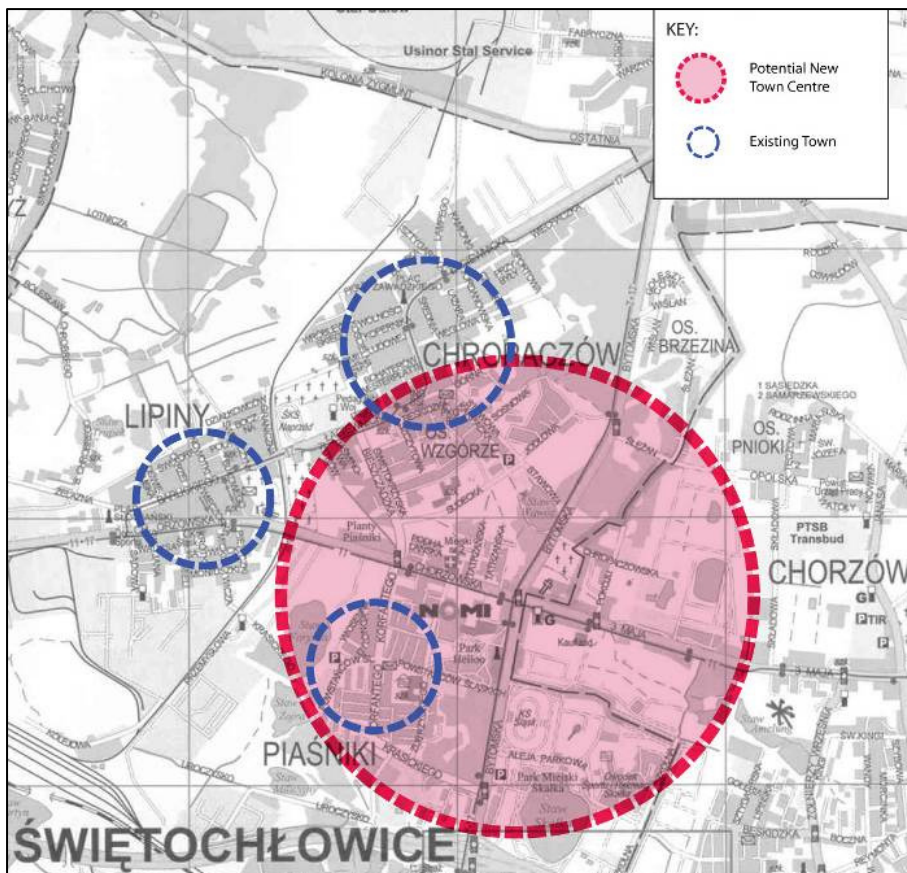
Figure 14: Housing areas are in a poor standard of condition with fragmented landownership.



Key Actions

- Implement projects as part of a strategic masterplan that links initiatives in the city centre to surrounding post industrial and housing areas.
- Consider opportunities to create a new focus for Lipney, Chropaczow and Piasniki by creating a new centre that links these communities with improved community facilities and private sector investment (s. Figure 15).
- Ensure connectivity of projects by setting up a steering group that addresses regeneration issues across departments that meets on a regular basis.
- Prioritise post industrial sites in terms of regeneration benefits
- Identify ways of assisting bringing forward key post industrial sites through improved infrastructure, clearing of sites and gaining an understanding of the scale of contamination issues
- Improve the quality of the public spaces – particular the main square in the centre of Lipney
- Develop programmes to address wide range of social problems.

Figure 15: New town centre



3 Base-line situation and assessment of main field of actions

This chapter focuses on seven fields of actions which were identified as most important to deal with the problems and opportunities encountered in the dossiers and during the expert mission to the Upper Silesian mining region. The field of actions are related to the Silesian Operational Programme 2007–2013 (OP).

Main field of actions

- | | |
|-----------------------------------|-------------------------------|
| • Spatial planning | (OP priority V and VI) |
| • Economy | (OP priority I, II and VII) |
| • Education | (OP priority VIII) |
| • Environment and Housing | (OP priority V and VI and IX) |
| • Citizens participation | (OP priority V and IX) |
| • Culture, Leisure and Recreation | (OP priority III, IV, IX) |
| • Industrial tourism | (OP priority III) |

Under each field of action several sub themes will be analysed based on the dossiers from the cities and the Silesian Union of Municipalities and Districts and as well as from the site visits. Each sub theme is presented with conclusions in form of idea's, recommendations or options including task, responsible level, who to get involved and expectations about a possibly timescale for the task to be completed. Experiences from other cities and regions will be added to give some further inspiration. Some of the sub themes are related to macro level issues while others relate to more micro issues for the individual municipalities to deal with. A toolbox of suggestions is put forward where appropriate i.e. methods of citizen participation.

3.1 Spatial planning

Ensuring quality place making

Significance for the development

Good spatial planning is essential in developing coherent urban form, creating identity, providing a network of well connected places, establishing the role and function of different areas and planning for the future.

Current situation

Problems – Potentials

The Silesian agglomeration of cities in southern Poland covers a huge area approximately 45 km across. Within the four cities of Bytom, Chorzów, Ruda Śląska and Świętochłowice the population is 504,256. The population of the whole of the region is 4.7 m which accounts for 12.3% of the total population of Poland. In terms of population it is the second largest region in Poland. The region has the highest population density in Poland.

The historical development of the area is a result of exploitation of natural resources such as coal and steel. This led to the creation of settlements located adjacent to new coal mines and other industries.

Spatial Hierarchy

Little spatial planning was given to the relationship between each of these settlements with the result that many of these settlements have joined and coalesced. There is no clear hierarchy between settlements distinguishing different roles and identity.

Brownfield Sites

There is a large amount of underutilised brownfield sites that have contamination, land ownership and access issues that need to be addressed.

Transport Infrastructure

There are significant needs for improved transport infrastructure. A number of new roads such as the A4 have been built with other roads in the pipeline such as the extension of the A1. Consideration needs to be given to existing traffic infrastructure that creates barriers to pedestrian movement or having a significant impact on the quality of place such as in Chorzów where the flyover cuts the main square into two.

Housing

Both the Housing areas and the housing stock across the area are of very different levels of quality and age. Some of the areas of older housing are laid out on the basis of good urban design principles. These include a well connected street pattern, good continuity of street frontage to the street, incorporation of mixed uses etc. However some of these areas have the poorest level of facilities and fail to meet basic decent home standards.

Other areas of newer block houses have better facilities but the layout is of poor design based on 1960's principles of urban form of towers within a wider landscape setting. This type of development can lead to neglected open space, lack of natural visual surveillance, anti social behaviour such as Vandalism and graffiti.

Public Spaces

High quality urban and green public spaces and access to wider open countryside is important in ensuring quality of lives for people living, working

and visiting the area. As is the provision of high quality public space within the housing areas including Children's play facilities.

Currently there appears to be a lack of investment in high quality urban spaces within the city centres. There is the provision of large urban parks that provide an important green breathing space within the city such as Wojewoczki park located between Katowice and Chorzów.

Activities/ actions so far

It is clear that within some cities and municipalities a land use plan covering 100 % of the municipality area have been prepared. Within other municipalities this is not the case. What is important is that these land use plans are developed as spatial masterplans as opposed to zoning plans and that the spatial masterplans for each of the municipalities relate to each other.

Tasks

Macro-Level *Upper Silesian Metropolis Union*

Task 1 *Short-term*

Establish a database of information for the agglomeration to establish the scale of the challenges to be tackled i.e. amount of post industrial brown field land that is derelict, the amount of housing that is unfit etc.

Task 2 *Short-term*

Set up a series of workshops with all the municipalities and start to brainstorm key regeneration opportunities and constraints at both an agglomeration level and at a municipality level. Involve a wide range of stakeholders from the public and private sector and identify strategic projects and priorities. These workshops could be set up to look at a range of themes and be the initial phases in developing spatial masterplans. It could also be a useful basis to identify what information is available and what information is needed and help to start identify further key tasks that need to be undertaken.

Task 3 *Short-term*

Undertake a study looking at the roles and responsibilities of cities within the agglomeration to ascertain whether there is a potential hierarchy of centres. Decide on whether different cities should create identify by providing different functions of whether an identity for the agglomeration is more appropriate.

Task 4 *Short-term*

Establish a strategic framework/masterplan for the agglomeration that considers:

- Strategic transport network
- Public transport infrastructure
- Strategic network of green space i.e develop green grid
- Priority investment sites
- Areas of retail growth
- Areas of housing renewal
- Priority projects

Consult on strategic framework masterplan with key stakeholders and general public to ensure wide spread support

Task 5

Short/ Mid term

Develop implementation strategy that considers strategic land acquisitions, and funding opportunities.

Task 6

Mid-term

Establish regeneration organisation/ partnership that cuts across municipality boundaries that has the power to make strategic decisions and influence or make planning policy decisions at a strategic level. At a political level a joint planning unit could be established with key representatives from different cities represented to help speed up the decision making process. This would help to reduce the need to get approval from each municipality separately.

Example: Informal Partnerships

An example in the UK is Northampton Together. This is a partnership of four councils in North Northamptonshire which include the towns of Kettering, Wellingborough, Corby, Rushden and Higham Ferrers. The partnership was set up to consider joint objectives, establish growth points for new development and develop strategies for regeneration of the town centres which are located within close proximity of each other.

Other partnerships include Rotherham Partnership

<http://www.rotherhamnow.co.uk/>

Example: Urban Regeneration Companies

Alternatively An Urban Regeneration Company could be set up such as Sheffield One, Liverpool Vision which receive funding through the Regional Development Agencies and through a partnership between the city councils and other bodies and private institutions. They have the ability to hold and assemble land and develop strategic masterplans and implementation strategies. See attached links

<http://www.urcs-online.co.uk/companies/company.asp?id=35>

<http://www.leicesterregeneration.co.uk/aboutus.html>

<http://www.liverpoolvision.co.uk/>

<http://www.liverpool-one.com/Home>

Micro-Level

*Municipality with
particular look on the
boroughs*

Task 1

Short term:

Work with union of Silesian authorities to establish overall vision and strategic aims. Provide information to assist with the establishment of a comprehensive database for the agglomeration.

Task 2

Short term

Undertake a “health check” for each of the city centres within the region to establish a baseline position of the problems to be tackled. This then can be updated on a regular basis and used as a tool to monitor progress and improvements.

Task 3

Short term

Establish what baseline information is required and whether there is a need to undertake an urban capacity study, employment land availability, retail capacity study. These can provide some of the evidence base for the development of a spatial masterplan.

Task 4

Short term

Undertake a spatial masterplan for each of the cities to establish:

- Key transport infrastructure required
- Proposed land use framework
- Key development opportunities
- Priority investment sites
- Key public realm improvements
- Opportunities for new community facilities
- Leisure and recreational needs

Key to the success of the spatial masterplan will be ensuring good community consultation, liaison with landowners and the private sector and developing a robust implementation strategy.

Consultation should be continuous process at all key stages of the masterplan development.

Task 5

Short/ Medium term

Prepare development briefs for identified key development opportunities and priority investment sites. The development briefs should:

- Establish site constraints and opportunities
- Establish what are the appropriate mix of uses on key sites
- Identify landownership and land assembly issues
- Indicate appropriate access to the site
- Establish the layout and built form of proposed new development

- Provide key urban design criteria that the development should meet
- Identify potential planning gain benefits that the development could provide.

The production of development briefs will also be an opportunity to test development viability, including identifying costs of remediation work to overcome contamination issues and any additional infrastructure that is required.

The development brief will also provide the opportunity to:

- Seek appropriate EU funding
- Engage with the private sector
- Act as a marketing document to encourage inward investment
- Provide a tool to ensure high quality design
- Help to promote sustainable development
- help give greater certainty to the private sector of what would be acceptable to the municipality.

It is advisable that the development brief illustrates the potential of the site in both two and three dimensions. 3D computer modelling can be used as a tool to market the proposals to both the private and public sector and also to achieve wider public support.

Task 6

Short/ Medium Term

Establish programme of significant public realm improvements in both city centres and residential area. Work with communities in establishing priorities and needs.

Develop funding and implementation strategy that could involve various public and private partnerships and involve the community and particularly young people in the design and implementation of these initiatives.

Task 7

Medium Term

Develop a number of design guides for specific types of development to ensure design quality i.e.

- Residential design guide
- Employment/ business park development design guide

3.2 Economy

Economic growth and higher employment levels, technological development and innovation, restructuring and diversification of economic activities

Significance for the development

Economic growth, higher employment levels, technological development and innovation, restructuring and diversification of economic activities are all key to the sustainable regeneration of the region.

Current situation

Problems – Potentials

Although significant and wide-scale restructuring of heavy industry in the region has occurred, in 2004 37.9 % of total employment was in industry and the building sector. The largest sector is the service sector at 57.3%

Unemployment Rate

The unemployment rate in the region is 15.4% but is below the national average of 17.6%. These figures however mask areas where the unemployment rate is even higher such in Bytom where it is currently 20.6 % and in Lipney where it is approximately 25%.

There are problems of low educational achievement and lack of transferable skills to other sectors.

A lack of entrepreneurial spirit and the large number of people on benefits and subsidising their income on the black market has resulted for some generations of people who are unemployed.

Small and Medium Enterprises (SMEs)

Despite a large share of SMEs in the regional economy, their condition is not satisfactory. Since 2001, the number of SMEs in the region has been growing slower than the national average. There is also decreasing capital expenditure in SME sector.

Research and Development

The basis for creating a permanent competitive position within the region is to promote research and development, particularly in the field of information technology.

In 2004 only 2.7 persons per 1000 working inhabitants were employed in R&D. The national average is 3.6 persons per 1000 working inhabitants

Inward Investment

In order to attract inward investment investors require certainty of likely returns. The low attractiveness of post industrial sites due to poor access, and unknown remedial works to clean up contamination is a disincentive to invest.

Activities/ actions so far

Economic growth is a key priority within the regional operational programme. Poland is the largest beneficiary of EU cohesion policy for the 2007 – 2013 funding period, with an allocation of approximately € 67.3 billion. The framework for how these funds will be targeted is laid out in the NSRF (National Strategic Reference Framework), and are centred around one global objective:

"Creation of those conditions for growth of competitiveness and of a knowledge based economy and entrepreneurship assuring an increase in employment, and in the level of social, economic, and territorial cohesion".

Priority I Technical research and development (R&D); innovation and entrepreneurship

Objectives

The main objective of the priority is the *increase in the competitiveness of regional knowledge-based economy* which will be accomplished with the following specific objectives:

- Increase in the value of direct investments in the region.
- Increased competitiveness of enterprises.
- Increased R&D potential and network structures for innovation purposes.

Description

The priority involves action aiming at the infrastructure of the economic development, investment promotion, rehabilitation of derelict areas, development of SMEs through direct investments and advisory, including also on innovation, and technology and innovation transfer.

The economic development infrastructure will be built by supporting innovation and entrepreneurship centers, ensuring complete fittings of land for investments, entrepreneurship support centers and business environment institutions, including those providing specialist services. The development of the network of business environment institutions and their offer as well as the development of the instruments of external financing of entrepreneurship will be stimulated.

Priority II Information society

Objectives

The main objective of the priority is *creating conditions for the development of information society in the region*. It will be accomplished with the following specific objectives:

- Ensuring universal, broadband and secure access to the Internet.
- Increase in the number of public services provided by electronic means.

Description

The priority involves support for actions related to information society infrastructure and the development of eGovernment services.

The information society infrastructure will entail the support of projects focused on ensuring access to fast, secure and broadband Internet, providing the region with efficient and dense teleinformation network and access equipment, including public Internet access points and the infrastructure of network management centers.

At the time of developing modern information society infrastructure, we will support investments aiming at the provision of eGovernment, eSecurity, eDemocracy services and the development of public administration management systems.

Tasks

Macro-Level
Upper Silesian
Metropolis Union

Task 1 *Short term*

It would be worth doing further research about what lessons have been learnt in other EU countries which have faced similar sectoral decline. In particular in the UK areas such as Merseyside and Yorkshire have gone through similar restructuring and have experienced EU Funding over the past 10 years.

It is important that sectoral research is undertaken to look at restructuring of the economy and to identify potential growth sectors i.e. IT, tourism, intelligence, high tech etc

Task 2

Short/ Medium term

The Upper Silesian Metropolis Union could lobby national government for additional support. Within the UK - English Partnerships was set as a National Regeneration Agency and have recently brought out a publication called The Brownfield Guide : A practioner's guide to land reuse in England. This document highlights that to successful develop brownfield sites the following phases need to be undertaken:

Preparation

- Phase 1: Inception
- Phase 2: Feasibility assessment
- Phase 3: Site assessment

Options

- Phase 4: Option assessment
- Phase 5: working design of preferred option

Design

- Phase 6: Detailed design
- Phase 7: Regulatory and planning
- Phase 8: Legal, property and funding

Delivery

- Phase 9: Financial appraisal
- Phase 10: Works procurement and execution
- Phase 11: Sales and Marketing

It also provides a number of case studies of UK examples of successful brownfield development. A guide to assist all the municipalities in successful brownfield regeneration would assist in helping to bring sites forward more quickly thus creating more employment opportunities. A number of other useful publications can be found on the attached link.

<http://www.englishpartnerships.co.uk/publications.htm#bestpractice>

Task 2

Short/ Medium term

It will be important to provide a strategic database of brownfield land and identify priority sites at the agglomeration level.

At an agglomeration level it would be useful to consider also on the supply side skill levels and training needs.

Micro-Level

*Municipality with
particular look on the
boroughs*

Task 1

Short term

Identify ways of developing an entrepreneurial spirit. Important to this will be setting up business centres that are incubator spaces for new businesses.

These centres could offer joint resources such as IT support, administration and access to business development organisations.

Partnerships between the private and public sector should be established. New workspace could have lower rents to help businesses to establish in the first couple of years. This is the most likely period that they will fail to succeed and need as much support as possible.

Task 2

Short term

Develop training programme that match the requirements of the current market place. Establish whether grants can be applied for to encourage people to retrain. Develop skill and action plans.

Task 3

Short term

Consider the provision of improved child care facilities to allow people to return back to work.

Task 4

Mid term

Set up enterprise centres linked to universities that can provide support to develop businesses and also to retain higher skilled individuals within the region.

3.3 Education

3.3.1 Higher level of skills and education

- *Good connections between the education sector and the development of new industries*
- *Co-operation in development of new educations*
- *Flows between the primary, secondary and higher education levels*

Significance for the development

In a modern market driven economy the level of knowledge is crucial for the competitiveness for a country, and with that also for a region and a city. The European Union represents a great part of the world economy, based on knowledge and Poland is on its way to be a part of this economy.

Current situation

Problems – Potentials

The statistics shows, that the level of skills and education is low, and that the younger generation do not seem to go for a higher education level, than the parent generation. At the same time the number of jobs for unskilled workers has fallen dramatically within the last 15 years with the closure of the coal mines and steel mills. This has resulted in a rising unemployment rate.

In the Silesia agglomeration there is several education institutions. The cities have the responsibility for both the secondary schools as well as the primary schools. The universities and other education institutions at higher level are typical organised in a private form with the budget financed by the state.

Activities/ actions so far

The region and the cities focus on the theme, and it is included in the regional OP. Steps taken are unknown.

Tasks

Macro-Level Upper Silesian Metropolis Union

More capacity and better educational match at university level to support realisation of the development strategy.

Task 1 Short-term

To invite and motivate the universities and other education institutions on higher level to join a network together with responsible body for the spatial and development strategy to make sure, the development and capacity of the educations prevailed in the Silesia Metropolis area match the development strategy and the requirements of new businesses in the area.

Ensure there are good links between the secondary schools and universities to encourage student to progress onto university education. Both need to be part of a network which understands the training needs of the modern workforce.

Task 2 Midterm

Including businesses in the strategic thinking

To invite and motivate business organisations and leaders to join the network to further qualify the match between the demands from the business and the education (and research) available at the university level.

Example: The municipality of Aarhus took initiative to create the Aarhus business contact committee in 1984. The members is the lord mayor and aldermen for the different municipality sectors, representatives from the business organisations, the trade unions and the education institutions in the City, incl. the universities.

Results:

- The first science park in DK, now tree science parks, a general, IT and biotech.
- IT Cluster build on IT educations, IT research and IT companies.
- Ambitious Harbour development plan, now under realisation.
- Experiences with PPP

Contact: Chef of the department of Business in the municipality of Aarhus
Jan Beyer Schmidt-Soerensen, phone: + 45 89 40 20 00

Micro-Level

Municipality with particular look on the boroughs

Focus on the flow between the primary, secondary and higher educations.

Different access possibilities to secondary level.

Task 1

In the cities make sure that there is a well functional flow from the primary school level to secondary school level.

Short term:

a) make sure, that there is coordination of what the kids have achieved in primary school, and the initial demands at the secondary level.

For this purpose the cities can organise a permanent working group of staff with relevant responsibilities.

Midterm:

b) Make sure, that there is different "doors" to the secondary level i.e. through practical and vocational training. This provides an alternative option for the youngsters wishing to go out to work or who are less academically inclined.

The cities could organise a task force to create and organise the "extra doors" with staff from both the primary and the secondary school levels. It will be of great advantage if the task force includes business representatives, to help deliver the jobs and training for youngsters from the beginning. When the extra doors are established and proper information is available for the kids and there parents it will become common practice.

A programme of training youngsters for jobs that will be available when they leave school will be advantageous in tackling unemployment. Information should be made available to youngsters and their parents so they make the right choices.

Task 2

Short term

Motivate the kids and there parents to go for further education.

Take actions to motivate the kids (and there parents) to go for further education.

Method: To involve parents and youth, who do "the right things", as role models for others.

Idea: An unemployed former miner's worker with kids at the university or in a

new business is employed to organise the role models and arrange meetings in the different neighbourhoods about the theme: “education to a better future” in co-operation with the primary schools, street workers, local voluntary organisations or others with good contacts to parents.

Example: The youth- and parent counselling about education and work, in Aarhus Urban II area. Find further information's at the Citiz@move CD – given at the mission to representatives from the four cities and the union. Contact: Ahmad el Ahmad, www.vcu.dk.

Task 3

Midterm

To motivate the leaders and the staffs in primary and secondary schools to take part in the development of the neighbourhood, they belongs to, or is situated in or near by. To show up and be an active partner in the development is an opportunity to get closer to the kids and parents, who needs more awareness of the importance of good skills and knowledge to get good jobs in the future.

Teachers and other educated staff from the schools as well as providing good education represent a very good resource for local development Initiatives and have the opportunity to be involved with the community development.

The Local Initiative Centres could invite themselves to the schools and other education institutions in the neighbourhood to talk about this kind of involvement they want to establish.

3.3.2 Transferring existing skills to new businesses through education

Significance for the development

Life Long Learning is one of the philosophies within educations. Education as an ongoing learning process for every single person, build on basic skills, using work and courses for perception of new understandings and skills, relevant for new jobs in new business.

Current situation

Problems – Potentials

High level of knowledge within the mining industry, which is not demand in other industries. The consequences are high level of unemployment among the former mining workers.

The knowledge may have potentials to be used in other industries; example: in building tunnels for bigger infrastructure projects, for using underground thermal heat or building other large infrastructure projects such as metro systems world wide.

Alternatively transferable knowledge may well be used for new sustainable sources of energy like wind, solar and wave power.

Activities/ actions so far

Not mentioned

Tasks

Macro-Level

*Upper Silesian
Metropolis Union*

Study: potential in transferring mining knowledge into new industries.

Task 1

Short term

Making a study: Analysing the potential in existing knowledge from the mining industry as resources for new industries. Also taking in considerations other regions in Europe experienced the same chances of the industrial basis in there region.

For ideas: Look in other countries with experience from closed mining industry. (Germany, UK)

Task 2

Midterm

Establishing of new educations.

Set up educations and vocational training for unemployed people who were made redundant when the mines closed. Set up training that specialises in transferring existing knowledge into new industries. Both for short or unskilled workers and for more specialized long term educated personal.

Micro-Level

*Municipality with
particular look on the
boroughs*

Education to the single unemployed to get a new job

Task 1

Midterm

Motivating activities to get unemployed from the mining industry to take education or vocational training to be available for new industries as described in the study of the potential in transferring knowledge.

It is important to include information's about concrete job possibilities, salary expectations, and other frames for work in new industries.

Highlight the existing knowledge as an advantage for the single person, in getting a new job with new education or vocational training. In the same time highlight the Silesian values and traditional way of living.

Task 2

Midterm

To be considered:

Social benefits and controlling actions to minimise the informal job marked

To take actions to stop "black market jobs" among the unemployed including stopping social welfare and claiming back unauthorised benefits and imposing fines

Method 1: To secure the unemployed a level of ongoing social benefit, to make sure, that it pays to have a (legal) job.

Method 2: A method in UK, Germany and Denmark to reduce working in the black market of people that receive unemployment payments is to invite the unemployed for on going training programs taking place within the typical working hours. If the unemployed do not attend these training activities without a good reason (e.g. documented illness) the unemployment payments is stopped. This step can be related to the activities include in task 1.

Method 3: Involvement of the local/regional office of controlling the tax payment and the office of social welfare in a task force to stop informal jobs. In addition to this, to hire an auditor to go through tax and salary payments from companies and there employers with the goal to find inaccuracies in combinations with social welfare payments.

To get rid of the informal jobs is very difficult, but it is possible to lower the intensity by making legal jobs more attractive and by controlling actions as described.

To involve: The city administration and the state if needed (formal barriers?)

3.3.3 One University Campus

Significance for the development

Ensuring joint faculties on one campus will aid integration and understanding of the interrelationship between different disciplines. It will also assist in the likelihood of having success in for example new scientific research and development.

Innovate knowledge in the modern world has a tendency to have cross cutting ideas.

As an example: Combination of natural and medical science with phonetics makes solutions for deaf people to have hearing enhancement which will allow them to both hear and speak.

Current situation

Problems – Potentials

To day the University of Silesia is spread out of the whole agglomerate. The University has all faculties.

To build one campus (on a brown field?) some where in the middle of the agglomerate to make the university more attractive for both the youth of the region, but also for other students in Poland – and at international level. It will also be attractive for the staff at all levels.

Activities/ actions so far

Impression: Every City in the agglomerate works for having a part of the University.

Tasks

Macro-Level Upper Silesian Metropolis Union

Summer camps at university level with focus on cross cutting themes.

Task 1 Short term

Many Universities in the world have summer schools – often named Summer Camps. The themes for the summer camps will often have a cross cutting character and will be based on the leading intellectuals thoughts within the university. Professors with fine international reputations attract brilliant students. The camps are mostly in English.

Establish a dialogue with the Dean and the Board of the university to inspire the development of cross cutting summer camps to bring the professors and students from the different faculties to work close together.

Set up a city task force in the agglomerate to support the camps in practice, and to learn from the activities. The task force could take care of hosting the students from outside the area, incl. housing camps, social programmes e.g.

The experiences from the summer camps could be the first step to make a common understanding of the potentials in building one university campus for the University of Silesia.

Example: Look up homepages for other universities.

Task 2

Long term

One University campus for the University of Silesia.

Vision: One university campus for the University of Silesia.

- Prepare the vision for principle approve among the cities in the agglomerate in a task force – incl. members of the one named in task 1. (Ex. study trips to campus universities in Europe)
- Involve the Voivodship to make advantage of the OP 07-13 and the next one.
- Make a dedicated organisation to make the vision come through
- Involve the state if relevant (legislation for universities as a barrier? financial contribution?)
- Involve the new business attracted to the area – ex. combines it with the body named in 3.3.1, Task 1 b)

Micro-Level

Municipality with particular look on the boroughs

Go for midterm education institutions and locate them in deprived areas.

Task 1

Go for midterm education institutions and support The University of Silesian to become an attractive campus university in the future.

Be aware of the possibilities in locating education institutions in the deprived areas, to bring in role models and signal: it is time for education.

To be involved: The City council. Close connected to 3.3.1.

3.4 Environment and Housing

3.4.1 The mining urban areas – the mining housing heritage

Significance for the development

Housing is a very important factor for the quality of life in city/ region. To keep and attract residents it is important to improve the housing areas for the poor as for the better off.

Improving housing in deprived areas will not only improve living standards but also help to ensure the housing areas function better

Through good urban design by creating vibrant mixed use areas that are well connected will result in places that function better.

In many European cities i.e. Sheffield (UK) Lyon (F), Rotterdam (NL) and Gothenburg (S) dramatic instruments have been used to encourage neighbourhood renewal. These have ranged from total demolition of the worst estates to selective demolition and refurbishment. The purpose of these strategies has been to tackle the extensive social problems created by mono use estates.

Current situation

Problems – Potentials

The problem with the housing in the deprived areas is that they have inadequate and outdated facilities and at the same time there has been little or no investment in bring these properties up to a decent homes standard. There has been a lack of regular maintenance and investment.

The biggest issue appears to be housing ownership. Large proportions of properties were sold off and are in private ownership while others are still owned by state mining companies. Private owners have little resources to maintain their own properties and so they are falling into a worse state of repair.

In some instances it is not clear who owns the properties with absentee landlords not paying attention to the need to upgrade properties. There may be a need to put pressure on state mining companies to ensure improve their properties

To ensure a successful housing policy mixed tenure should be considered to provide a greater social mix. This may involve greater private sector investment clearly there needs to be an affordable housing strategy linked to this. It is not an option just to relocate the most deprived communities to other areas.

Activities/ actions so far

The deprived areas are described in the city plan, and in some cases, there have been initiatives for new housing and activities in the mining urban areas, incl. city facilities like schools, social welfare offices, street workers ex. to facilitate activities for the children, There is in some cities steps taken to takeover ownership from the mining company with the intentions to start investments in the housing areas. Plans are long term because of lack of economical support from state or other sources.

Tasks

Macro-Level

*Upper Silesian
Metropolis Union*

Finding financing possibilities for development the mining urban areas

Task 1

Short term

Investigate different options for financing the needed investments in the housing areas incl. change in ownership from state to city, from public to private, both investors as owners and the families, incl. co-ownerships.

To involve: the Voivodship in relation to the OP, the cities, having the deprived areas. Representatives of the owners (mining companies) and the construction companies, Representatives from Citizen's – ex. a tenants organisation or eventually the mining workers trade union.

Task 2

Midterm

On the basis of the results of task 1 to take actions to try to involve all relevant sources in establishing a housing investment fund, prevailing funding's and loans for revitalisation of deprived housing areas. Including set up rules for decisions of which areas, that should have access to the founding's. Ex. unemployment rate, level of education, age of the housing, agreement of future ownership which includes the families living in the houses. Actions to meet goals for sustainable development, degree of citizen participations.

See the example of the Swedish metropolitan policy, which includes funding's from the state (and from EU) to the cities.

Sustainable communities, see chapter 3.4.3.

Micro-Level

*Municipality with
particular look on the
boroughs*

City decisions on minimum standards for the future housing in the deprived areas.

Make a contract with the citizen's – a deal about jobs and housing investments

Task 1

Short term

Decide on the minimum standard including what kind of energy and other utilities you prefer to introduce in the mining urban area, inspired from the eight characteristics of sustainable development (see chapter 3.4.3).

Make an investment plan and allocate budget to the deprived housing areas that match the minimum standard. Use the investments as basis for making a (social) contract with the citizens living in the housing areas, karee for karee.

The contract can involve:

- The standard of facilities, the families can expect from the investments.
- Time plan for realising the development plan.
- Heritage prevention.
- Re- housing, temporary/permanent,
- Economical conditions (i.e. house rent)
- Demand of willingness from the citizen's to take responsibility for maintaining the area after the development plan is realised
- Possibility to include higher standards if the citizen's want and can contribute to the financial plan, ex. by co-ownership
- Demand of willingness to take part in training to get ready to the job market, especially in constructions or other local relevant branches.

- Demand of willingness to let the kids go to kindergarten from the age of three (as a min), and combined with involving especially women in education and training for the job market.
- Establishing of a local democracy body to take co-operative decisions and actions in relations to the housing areas.

Begin with a pilot project make over in one area, where there is a good response from the families living in the houses and develop a package (a contract) to improve the quality of the housing areas as part of a wider development plan.

Philosophy: If you do something – taking part in the economical life – you can get a better place to live.

To involve: The network of persons in the area, that already shows some activities to take care of there neighbourhood, the owners, the Voivodship (a pilot in relation to get support from the OP)

Hire the locals

Example: hire local persons (men and women, young and elder), train them in Appreciative Inquiry (AI) ex. use experts to provide mentoring skills so that local people can be skilled in understanding what the community wants.

Select the pilot project and introduce the thinking – something for something – the contributions and expectations.

Task 2

Short term

Rehabilitations with small means

Even if there is no funding available in the short term, the Local Initiative Centres could take actions to motivate the citizens and small business to rehabilitate there flats and the surrounding areas (with small means). In relation to the surrounding areas, a Citizen Leader's programme is useful (see chapter 3.5.2).

Task 3

Midterm

Include mining urban areas - the mining housing heritage - in the industrial tourism

Make the mining urban areas (the housing heritage) be a part of the industrial tourism (see chapter 3.6 and 3.7).

Ex. establishing of hotel facilities, restaurants and other services for tourist with the purpose to bring new functions into the urban areas apart from housing.

Introduction of new private services contribute with new kind of jobs. New job types contribute to get the urban areas more attractive for living and that can attract new citizens with jobs to the mining urban areas.

Tourism is a sector, where many kinds of jobs do not demand very high skilled staff.

The investments in hotel capacity can relate to the European Football Championship in 2012.

3.4.2 Promote city life and address crime prevention

Significance for the development

The risk of housing areas with big blocks and without city structures is to develop isolation of the families, without friendships in the neighbourhood. No one takes care, when a kid on its own, shows bad manors and criminal activities. No relations between citizens promote more violence and other kinds of crimes, because no one cares of others.

It is of a great advantages to a neighbourhood, that the citizens has a vibrant and secure city life, incl. good quality of housing, that it is a place, where different people like to live, that there is a social mixture, access to different shops and services etc.

Current situation

Problems – Potentials

Specific in the project area in Bytom, there are several big blocks with flats places in a way that do not give any city structure with streets, places, shops and other civic activities.

The potential is

1. to build up meeting places and city like activities, including frames for introduction of culture and art (local house of culture), and Invite the citizen's to get involved ex. in building smaller new facilities for street sports as basket and skating, small gardens and other places for out door life. (see Citizens leader, chapter 3.5.2) and
2. to add street structures to the area to create a better frame for promoting city life.

Activities/ actions so far

In Bytom, the project with local initiative centres, the centre will be placed in an urban area with newer blocks of housing, but without a clear city structure. More concrete plans are unknown.

Tasks

Macro-Level Upper Silesian Metropolis Union

City structures in neighbourhoods are crucial.

Task 1 Midterm

To influence the single city to not promote housing building activities including big blocks with flats, and without city structures, bases on the experience in Europe incl. Poland/Silesian so far.
Bring in research results of relevance for the planning of the city-development incl. the brown fields.

Example: There is a bigger study taken place just now with focus on the development of the deprived areas in Denmark. The result is expected to be publicised in Oct./Nov. 2007.

Look at www.ruc.dk, look for SLIB. The responsible professor is John Andersen, the university centre of Roskilde, DK.

Micro-Level

Municipality with particular look on the boroughs

Meeting places – frames for city life.

Task 1

Short term

To build up meeting places and city like activities, including frames for introduction of culture and art (local house of culture), and Invite the citizen's to get involved ex. in building smaller new facilities for street sports such as basketball and skating, small gardens and other places for out door life (see Citizens leader, chapter 3.5.2).

This will function as the first part of a double strategy to promote citizens participation.

To involve: The local initiative centre, the primarily users of the centre, other already active citizens and actors in the neighbourhood.

Task 2

Midterm

Invite the Citizens to dream of a transfer from housing area to a city like neighbourhood.

As the second part of the strategy, on the bases of the mobilisations that is a result of the first involvements activities, invite the citizens and (all) other local actors to a bigger gathering in the neighbourhood – ex. outdoor in the summertime - with questions about, how to make the area real city like. Letting the citizens and other actors in the area dream of new activities and structures for the area. And the city street structure has introduced itself.

To support the citizen's dreams and development idea's, you could bring in supporters (experts) from different kinds of city life ex. different kinds of business, public administration, architects, artist and researchers.

The dreams of the citizen's have to be appreciated by taking into account in the city planning in the area. Followed up by allocating resources to realise the basic plans and to attract (minor) private investments in the area. Ex. officers, shops, dentists, computer repair shops, education institutions.

To promote the private engagement it would be relevant to introduce enterprise counselling.

To involve: As in task 1, and in addition: Member of city council, the mentioned supporters, the planning staff of the City.

3.4.3 Sustainable development

Significance for the development

Over the last years, there has been developed a set of characteristics for understanding of sustainability in development neighbourhoods, especially in deprived areas, on the basis of the Bristol Accords, from the meeting in the council of ministers in Bristol, Nov. 2005:

- (1) ACTIVE, INCLUSIVE AND SAFE - Fair, tolerant and cohesive with a strong local culture and other shared community activities
- (2) WELL RUN - with effective and inclusive participation, representation and leadership

- (3) WELL CONNECTED - with good transport services and communication linking people to jobs, schools, health and other services
- (4) WELL SERVED - with public, private, community and voluntary services that are appropriate to people's needs and accessible to all
- (5) ENVIRONMENTALLY SENSITIVE - providing places for people to live that are considerate of the environment
- (6) THRIVING - with a flourishing, diverse and innovative local economy
- (7) WELL DESIGNED AND BUILT - featuring quality built and natural environment
- (8) FAIR FOR EVERYONE - including those in other communities, now and in the future

Current situation

Problems – Potentials

These characteristics can be used as guidelines for developing more sustainable local communities' ex. as a method to think about what you also have to do in a neighbourhood with environmental, social and economical task including making a strategy.

Significance for the development

3.4.4 Demographic change – new needs

In Poland as well as in most of Europe the population is aging. There is more than one explanation of that situation.

- a. The birth rate is rather low
- b. The average of living is increasing
- c. The migration surplus reduces because of legislations
- d. From Poland and other new members of the EU, there is a migration to the old member states, primary for work.

To cope with the aging situation, the Lisbon declaration has focus on the higher proportion of elderly workers. Ex. there is a demand for 70% of men at work and 60% of women. That brings needs for new structures in the whole of society and adjustment of the social and technical infrastructure to the demographic changes incl. decisions about the needs and services for the families and for elderly people.

To give women equal opportunities with men to get well educated and have professional jobs contributing to the economy in the society, there will be an increasing demand for childminding like day care, kinder gardens etc.

Scientific results from the Northern countries shows, that public service with childminding available for the families gives a high net surplus for the national economy than with out this service. In the same countries, there is a higher birth rate than in comparable countries without this service, and children in deprived areas with years in the kinder gardens are doing better in schools compared to kids, who have been at home with a parent.

Current situation

Problems – Potentials

In the deprived areas with high unemployment, the expectations in general are, that women don't have to work, so they can be at home with their kids, receiving social benefits. And some of the daughters get their first child as a teenager, before they even think about an education after primary school, but with an expectation of having a career and receivers of social benefits – like their mothers – a negative heritage from one generation to the next. Unused resources to be transferred into new industries.

Activities/ actions so far

No structural initiatives known.

Tasks

Macro-Level Upper Silesian Metropolis Union

Task 1

Short-term – long term

Campaigns for work force extension

Campaigning: women at work.

1. Establishing a permanent image campaign for recruiting women to the labour market in close connection to the strategic work for attracting private investment within new branches, ex. tourism, but also to a (maybe slowly) growing public sector.

Examples: mentor programmes and projects with role models are relevant for getting inspiration for the campaign. Ex. from Urban II programmes in the old member states, case studies from network results at the www.urbact.eu.

To involve: Women's rights organisations, secondary schools and higher education, the relevant branches. Public Job Centre. The Voivodship. Maybe labour unions.

Campaigning: Keep the well trained.

2. Establishing a permanent campaign with the purpose to keep the well trained people in the region. The task has close connection to the strategic work for attracting private investments within new and/or growing branches.

Method: To invite younger well trained and skilled persons to a dialogue about what their hopes and dreams are for the future – for them on job possibilities, for their families and kids. Try to include their ideas in the future development of the business strategy and involve them in realising it, ex. show their competences to the investors.

As a part of the dialogue present the upcoming possibilities in new industries (hopefully) coming in as a result of the business strategy.

Task 2

To understand the challenge from the

Support the municipalities to analyse the expectations to the demographics change, to know the challenge.

demographic change. Under this link there is an Age Proofing Toolkit to deal with the impacts of the demographic change.
<http://www.ageconcern.org.uk/regionsforallagestoolkit/>

Micro-Level
Municipality with particular look on the boroughs

Task 1
Midterm – Long term

Because of the aging communities, there will be growing needs for new services in the housing areas in relation to taking care of the elderly. This includes:

New services in the housing areas.

1. Housing suitable for the elderly with physical problems
2. Providing adequate service provision for the elderly in their own homes or in purpose built facilities.

What has to be done:

Plan for elder-suitable housing

1. Make a plane for integrating elderly-suitable housing in the general housing development plans (see chapter 3.4.1).

Example: A part of the totally amount of public finance to social housing in Denmark is reserved to construct housing suitable for elderly people with could access elderly support service and practical help.

To involve: See 3.4.1 and ad the cities elderlx service responsible staff

New educations.

2. Differentiated training courses and educations for jobs in the public elder service sector. Include moving techniques, hygiene, medicine dispensation, prevention, nursery, psychology, creative activities, physical training, social life and cleaning techniques, to the benefit of the elderly persons and for the working environment of the staff.

Example: In several member states, incl. Denmark, there is designed training courses and education for working in the elder-service sector. Typical based on both theory and practice, where the Cities are responsible for making practice-training.

To involve: the relevant education institutions, the cities elder service responsible staff and, experienced personal from the health care sector. Consider to make a joint task force at union level, developing standard education programmes at different levels for the elder sector.

3.4.5 Health promotion and abuse prevention

Significances for the development

The health situation for the inhabitants depends on several factors, especial on the general living conditions in the area, incl. educational level, family economy, hospitals, primary health care e.g.

Even in well managed and in general rich cities, you find deprived areas, where the inhabitants do not have the same age of living and the same average of medical care, even if it is free. There is inequality in health in almost every society in every country in the world.

Therefor for the state and the cities has a special obligation to form the health care system to make sure that every one – especially the poorest people - can benefit from it.

Alcohol and drug abuse is also a big issue for the health and social conditions for people. Especially for cities it is an important task to try to prevent abuse and to try to help people to get out of the abuse situation and back into a more normal life. There are long experiences collected in UN organisations and within the caritas organisations of how to work with this them.

Current situation

Problems – Potentials

In the areas in focus for the interventions of the four cities and the Union, there is a reported different kind of health problems, especially related to the living conditions, the pollution and the unemployment, which results in a high percentage of abuse of alcohol in the families.

In the long run the economical developments activities will create a demand for more people in the work force, which is the best prevention to wards alcoholism.

In regarding to the heath situation in general, better housing standards and income are the best methods.

There are also concrete things, to be done to make a better situation for the citizens.

Activities/ actions so far

Caritas organisations are active in the area.

Tasks

Macro-Level Upper Silesian Metropolis Union

Reliable figures
motivates to change
life still

Task 1 Midterm

Make a reliable overview of the health conditions for the citizens in the agglomerate incl. alcohol and drug abuse, compare it with Poland as a whole and with the figures from e.g. UN/WHO. Use the analyses to highlight the situation of inequality in health in the area to support the cities to give priority to try do change the situation to the better especially in the deprived areas.

Solid knowledge is a strong motivator for the single person to change way of living. But there is a need of support.

Example: Some Somalian people were concerned about the verbal abuse among some Somalian groups in Aarhus and started a project to inform people about the consequences for the individual and there families on both health and social implications of the verbal abuse. Because of the information now available some of the people in the abusing group have stopped and are now in work.

Micro-Level

*Municipality with
particular look on the
boroughs*

Task 1

Short term – permanent

Treatment,
involvement and to be
a part of the local life.

1. Give access to treatment for alcoholic persons immediately, when they are motivated.
2. Involve the alcoholic persons – and there families – in formulating idea's about what should be done, to keep them away from the bottles – give them possibilities to do it – find there hidden skills and involve them in the local culture, music or other kind of activities. Make them feel appreciated.
3. Involve the families into the local activities in general, not only together with other families facing the same situation. It is important for all – also the families with abuse indoors - to be a part of the general (normal) life in the neighbourhood.

Who is responsible: The city – Social workers in the neighbourhoods together with ex. caritas organisations

Task 2

Midterm – permanent

Invite the citizens to
change life still.

On basis of sound knowledge of the heath situation in the neighbourhoods, the information available to the citizens gives them possibilities to use the information's to change.

Invite citizens to discuss the knowledge to find idea's to change life still. Quit the tobacco e.g. Educate some of the citizens in taking actions in there own networks to change the mentality toward the different life style elements, that has to be changed for health promotion.

Example: In many enterprises, there are programmes promoting healthy life style towards the employed persons to motivate them to change. Ex. support for quitting tobacco, undertaking more exercise. Unemployed people are naturally excluded from these kind of programmes – to compensate, bring the same kind of programmes into the neighbourhoods – maybe and activity for the local initiative centres.

Task 3

Make equal access for every one to heath care provision – make it real by looking up persons, families, and groups of citizens that dos not use the services, as they were expected to.

3.5 Citizens participation

3.5.1 Revitalisation programme with a bottom up approach

Significance for the development

One of the experiences from the regional funds Urban II programme 2000 – 2006 is on how to shape and run development programmes in deprived areas.

More of these programmes has been based on citizens participations, and with the Leipzig Charter from May 2007, there is a growing focus on how important it is for Europe and for the Europeans to have well managed cities. That includes abilities to deal with developing deprived areas.

There is focus on skills and demands to the states to ensure that there is education available for staff on the ground to be able to include citizens in the development processes.

Current situation

Problems – Potentials

The Union has together with some of the cities in the agglomerate identified four neighbouring areas with lack of jobs, high unemployment, and low level of skills, alcohol abuse, “women in the kitchen” structure and a general lack of initiative in the communities.

But there are always hidden resources under the surface. The art is now to bring these resources in action, to empower the communities and the single citizen to manage to take action and responsibility for the neighbourhood, for the youngsters, for the families.

Activities/ actions so far

The Cities and the Union are aware of the problems, but has not so far described or found the resources to tackle the problem.

Tasks

Macro-Level Upper Silesian Metropolis Union

A revitalisation programme based on defined interventions, concrete goals and expected results.

Based on projects primary initiated by the citizens to empower the citizens and the communities and make long run effects.

Task 1

Short term with long term realisation

The union together with the four cities should establish a programme with defined interventions themes and concrete goals.

The programme should be realised through projects, primarily initiated by citizens and other local actors, ex. enterprises and organisations.

There should be an allocated budget for every single theme, and a follow up process on the support projects, to make sure that the projects are well managed and making the expected activities and results.

To make the priority among applicants, there must be established a decision committee with representatives from the cities at a high level, sports, educations, caritas organisations, youth- and women organisations, police, business organisations and trade unions.

The decision committee should have support from a program administration, which also is responsible for helping citizens and other actors with designing suitable project to realise the idea they are working on, and also to solve the follow up tasks.

To create the programme, make a temporary task force with the union as the leading force and include staff from the cities. Design the programme on the knowledge you have of problems, but have in mind, who could be the actors to make it come though. Ex. it is easier to involve citizens in building capacities within sports or scouts, than in relation to crime prevention – but if young people are the goal for the activities – both become part of the solution.

EU financing through the regional OP, a supplemented by the included cities and maybe in some cases the state.

Example: The Aarhus Urban II programme in DK has the following intervention themes:

1. Competence and Job
 - Business development and employment
 - IT- competence upgrading
2. Strengthening the social and organisational resources in the neighbourhood
 - Preventing criminality and abuse
 - Increased citizen involvement across the ethnic division
3. Integration through leisure time and culture
 - establish leisure and cultural activities
 - establish green and re-creative areas

With inspiration from Imagine Chicago, a city developing project that has had enormous success to include citizens of the transformation of Chicago, USA, the Urban programme is consequently implemented under the principles of:

- Appreciate people for what they are and consider them as equals
- Recognize people's dreams and hopes
- Aim focus at citizens resources
- Invite to, support and expect citizens to involve and engage
- Establish cooperation that gets dreams to be fulfilled.

On the basis of the various activities conducted and experiences gathered by the urban programme, there has appeared a new model for citizen participation in city development. The model could be described in five main points.

1. Strategy based on citizen inclusion
2. Dedication on all levels
3. Prioritisation and funding
4. Organisation and flexibility

To that you can add: Good elements and methods like:

- Based on citizen inclusion after the appreciative methods
- Incorporate both long term vision and concrete goal and sight
- Unfolded through projects
- Constitute coordinated overall efforts and continues evaluation
- Managed by decision making committee that gets support from a secretariat
- Based on municipality and other actor involvement on high level
- Have a clarified funding scheme divided into efforts
- Invite all to dream on the future

Read more on www.urbanbydel.dk, English version is available.
Find more examples on www.urbact.eu, www.eukn.org,
www.imaginechicago.org.

Micro-Level

*Municipality with
particular look on the
boroughs*

Task 1

Short term

To make the new local initiative centres ready for introducing the programme for the citizens and other actors, and to be ready to give initially help for formulating the visions for activities, that citizens and others are ready to look for funding for.

Local initiative centres
– important partners for
citizens in projects

Make the initiative centres ready to host some of the coming projects as hosts.

Prepare the citizens to benefit from the programme through a Citizen leader's programme (see chapter 3.5.2).

3.5.2 Citizen Leaders Programme

Significance for the development

In Europe and in parts of the rest of the world, there is very good experiences with citizen's and other local actors participations used appreciating and recognitions methods to get the Citizen's involved in make over's of neighbourhoods from a negative social spirals to positive ones. The involvement gives ownership and more caring for the result, and it raise the level of confidence between the different stakeholders involved in working out and realising plans and project with side effect to e.g. the ordinary communications between citizens and municipalities. Learning to work together cross cutting groups and sectors prepares all actors in a neighbourhood for more radical changes and implementation of bigger projects.

In the declaration from the informal ministry meeting in Leipzig, May 2007, there is focused on the needs for more skills in the field of developing sustainable communities, including citizen's participations.

It is the intention to build up relevant educational and training activities to learn many more about the good practices of building sustainable communities. Cities without further experience – participating in coming European training programmes, will get the right knowledge to implement the methods and thinking in there home countries incl. cities.

Current situation

Problems – Potentials

In the deprived areas, there is a high level of unemployment, lack of skills and educations, In addition to that, many families are fighting with alcoholism e.g. Young girls become mothers before they have a proper education, and are in a risk for never coming into the labour market. The situation in the mining urban areas is, that a high percentage of the unemployed shows no initiative to change there lives, they shows a kind of apathy, only waiting for the social benefits.

Basically, there seems to be many qualities hidden in the mining housing areas, to be picked up and revitalised to renew and shape a better future, especially for the kids. Focus must be to change the apathy, the mentality of the unemployed preferring to receive social benefits instead of working (or working in the black labour market). They must be activated to want to take care of their life and be responsible for their future well being. Here a particular focus has to be given to the younger generation to prevent this apathy and mentality being transferred to them.

It is important to make these people part of the future development of their boroughs – and not only a problem for it.

Activities/ actions so far

It is decided to make four Local initiative centres and the first steps are already done.

Tasks

Macro-Level Upper Silesian Metropolis Union

Making training
programmes for local
responsible staff for
Citizen's leaders
programmes

Task 1 Short term

Supporting initiatives at micro level with training activities in running Citizen's leaders programmes after inspiration from ex. Imagine Chicago.

It is important that the local responsible persons are trained in focus on Citizens resources, using Appreciative Inquiry (AI) and in programme administration at a smaller scale.

Citizen's leader programmes are relevant in all deprived areas.

Example: Look for Citizen Leaders programme at www.imaginechicago.org.

Task 2 Short term

Supporting getting economical support from OP and private sponsors.

Secure economical
support for Citizen's
leaders

In general it is important to shape the OP to give space for Citizens initiatives in relation ex. to education, employment, entrepreneurship, motivating and mobilisation, basic skills in IT-communication, capacity building within the leisure area, crime- and abuse prevention.

To give space means to make a budget for new activities with goals and actions and other relevant conditions, where the citizens them self can take initiatives and ask for a budget for realising a project, that will contribute to realise the task of the overall programme, incl. project leadership, training activities and of cause reaching out to the groups of persons, who are the goal for the project.

Example: The Urban II programme in Aarhus (DK) is realised primary throw citizens initiatives typically with partners in both the public and the private sectors. For further information: www.urbanbydel.dk, Sonja Mikkelsen, programme manager, phone: +45 89 48 76 00, email: sm@urban.aarhus.dk. See also www.eukn.org , and on the EU parliament homepage, the

publication: The possibilities for success of the sustainable communities approach and its implementation (IP/B/REGI/IC/2005-152) published 02.05.2007.

Example in relation to sponsorships: Take contacts to sports and music shops and companies selling requisites of relevance for the more typically Citizens initiatives with the purpose to make sponsorships.

Micro-Level

Municipality with particular look on the boroughs

Task 1

Short term

Could be established at project level (the four cities together), eventually administrated from the Upper Silesian Metropolis Union.

To establish a Citizen Leaders programme in connection to the coming local initiative centres. Find an inspiring title to signal appreciation of the persons, that get them self involved.

Principles of a Citizen Leaders programme

The principles of a Citizen Leader programme are:

1. The project can be realised within 6 month.
2. The project can be realised within the economical frame of the programme. (a. max. frame pr. project).
3. The Citizen leader has the task to find – as a minimum – 5 more citizens that find the project important, and are willing to join the Citizen leader in realising the project.
4. The Citizen leader take part in a workshop, one evening every month, to tell other Citizen leaders of own experiences and the development of the project, listen to responses from the other leaders, and give feedback and idea's to the other leader's project.
5. Receive training in project leading, incl. administration in small scale.
6. Receive training in appreciating methods, incl. Appreciative Inquiry (AI).
7. The participants are celebrated and get a Citizen Leaders diploma.

Citizen Leaders from all groups in the local areas.

It is important for the programme, that the Citizen leaders are (is recruited) from different groups in the local area, different age e.g. to make new meetings – cross cutting the different groups in the community. That gives important energy to the processes.

The further results of a Citizen Leader's programme are mobilising the Citizens to get involved in a broader issues in the neighbourhood, ready for the next – and bigger – projects.

Example: Look for Citizen Leaders programme at www.imaginechicago.org.
http://www.imaginechicago.org/citizen_leaders.html

Look also on these links for further inspirations (participatory budget systems):

<http://www.nhi.org/online/issues/146/canadianbudgeting.html>
<http://www.participatorybudgeting.org/>
http://www.kate-stuttgart.org/content/e827/index_eng.html

Task 2

Midterm

To create meeting places cross cutting groups in the community by attracting people from outside to activities in the deprived areas.

To do that, put general activities, ex. culture and art, education and health promotion into the local initiative centres and be aware of, that the municipality services in the centres, is attractive to all citizens in the City and not only for the poorest families.

The primary responsible is the single city.

Local artists and persons in the cultural sector should be asked to join the centres and take responsibility for creating new cultural events and meeting places.

In general the staff at Local Initiative Centres (LIC) should have the task to go out and meet people, where they are, at the square, at the football match etc. to invite them to take part in realising the revitalisation programme (see chapter 3.5.1) – and maybe in the first place to be a Citizen Leader.

Other, task's skills and activities needed at the LIC:

- Support to designing projects and write applications
- Fundraising.
- Communication incl. Newsletter and Homepage – maybe in co-operation with the other LIC's.
- Calendar with local activities.
- Train citizens or youngsters from secondary schools to write articles for the newsletter or homepage.
- Co-operate with the library to introduce books in the daily life of the citizen's and other library activities, ex. Outer's evening, reading fairytales for kids, reading groups etc.
- Secretariat for different local working groups responsible for local actions.
- Establish a reference group of citizen's and other actors in the local area, to have access to there knowledge of the neighbourhood, there network and there idea's.
- Building networks
- Arrange together with the reference group a yearly meeting in the neighbourhood with focus on the results of the year past, and on the plans and expectations for the year to come to invite the citizens to join working groups.

The most important thing is, that the initiative centre take actions, and get success to involve citizens and other local actors in developing the neighbourhood. The actions should be depending on the interests expressed by the involved.

3.6 Culture, Leisure and Recreation

Significance for the development

Culture, leisure, recreation are important soft location factors

They offer various supporting development potentials

Culture, leisure and recreation are important soft location factors. They provide opportunities to strengthen the attractiveness as “living space” and as “business location” of the region/city within the global competition for qualified manpower, enterprises and inhabitants.

With the keys themes culture, recreation and leisure various and broad classes of population – of all ages – can directly be reached and their quality of life be improved.

At the same time the spheres of culture, recreation and leisure offer new sources of income and labour for the region and its municipalities.

As soft location factor culture, leisure and recreation activities contribute substantially to the positive image of a region and/or city – internal as externally and they have a share in contribution to the tourism sector.

Current situation

Problems – Potentials

Culture, leisure and recreation contribute very limited to the attractiveness as living and working location of the region and its municipalities

Brownfields present a large potential to improve the current situation

The infrastructure projects for the EURO 2012 ought to be used to strengthen the sphere of culture and recreation

Cultural and recreational activities to bring the different social groups together

The Upper Silesian mining region is competing in the global competition for manpower and inhabitants. Due to the (economical) structural change many municipalities of the region lose inhabitants - in particular younger and well qualified ones – and thus their potential for a future economical upswing. The society is ageing.

At the same time the condition of the cultural and leisure/recreation oriented infrastructure in the cities is in need of rehabilitation and requires the adjustment and further development to the today's and future needs of the residents and as well as of the future tourists (keep in mind the demographical changes, in particular the aging of society). Thus the sector of culture, leisure and recreation can at present only very limited contribute as soft location factor to strengthen the attractiveness as living and working location of the region and its municipalities.

Here brownfields with their industrial heritage present - besides existing leisure and recreation sites - a large potential (s. chapter 3.7) to improve the offerings of cultural, recreational and leisure activities in order to open up the above mentioned supporting development potentials (one existing example of reusing a former industrial site for recreational and leisure purposes is the park of Chorzów). In this context possibly EU funds from the Silesian operational program (OP), priority 4 “Culture”, priority 6 “Sustainable Urban Development” und priority 9 “Health and recreation” as from the national OP for Infrastructure and Environment can be taped (s. Figure 16).

The EURO 2012 offers a good possibility to integrate projects for the improvement of the cultural, recreational and leisure sector into the planning for the EURO 2012 and to present the region during the European championship as an interesting place for culture, leisure and tourism.

Furthermore the fields of culture, leisure and recreation offer good possibilities to bring different groups of society together and strengthen the cooperation within the civil society. They can be used as activator and integrator.

Activities/ actions so far

So far there is no strategic approach to develop the spheres of culture, recreation and leisure for the development of the region and its municipalities. But single – not linked – examples in the municipalities exist to improve the situation as e.g. cultural activities in the Szombierki power station – a hallmark of Bytom's landscape or a guide-book for cultural, recreational and leisure activities of the municipality Ruda Śląska .

Figure 16: Silesian Operational Program, priority IV "Culture", priority VI "Sustainable Urban Development" and priority IX "Health and Recreation"

Priority IV Culture

Objectives

The main objective of the priority is *increased significance of culture as a driver of social and economic development* which will be accomplished through the following specific objectives:

- Preserving cultural heritage for future generations.
- Increased access to information on cultural resources and events in the region.
- Increased awareness of the regional cultural offer.

Description

The priority involves support for actions related to the development of cultural infrastructure, cultural information system and culture promotion.

We will be able to co-finance e.g. investments aiming to improve the condition of historical facilities, adaptation of post-industrial facilities for cultural purposes and investments in cultural heritage routes, new cultural infrastructure and the digitalization of existing cultural heritage resources.

We will also support projects aiming at the creation of a more efficient cultural information system which will entail the network of cultural information points, regional culture database and the marking system of attractive cultural areas.

Culture will be promoted by supporting the organization of cultural events, promotional campaigns at home and abroad and the participation in fairs and exhibitions promoting the culture of the region, as well as the preparation of development programmes and cultural products promotion programmes.

Priority VI Sustainable urban development

Objectives

The main objective of the priority is *increased competitiveness of urban space in the voivodship*. It will be accomplished through the following specific objectives:

- Increased competitiveness of metropolitan centers.
- Multipurpose exploitation of devastated areas in cities/towns.

Description

The priority will involve action aiming at fostering regional growth and devastated areas revitalization centers.

Improvement in the position of the main settlement network nodes calls for action focused on the development and strengthening of their metropolitan functions, mainly cultural, educational, transport and economic ones, which will allow us to compete with other centers in Poland and Europe and perform our tasks for the region.

Rehabilitation of derelict areas in towns, brownfield sites and ex-military facilities in towns with the population of up to 50,000 is mainly focused on the restoration of public space order and increasing the value of urban substance, giving and restoring their economic, educational, tourist, recreational, social and cultural functions. The support will also be available for preparation of investment areas with access to national or international roads network.

The investments in housing facilities will supplement the measures aiming at complete rehabilitation of derelict areas.

Priority IX Health and recreation

Objectives

The main objective of the priority is *improvement in the health of the region inhabitants*. It will be accomplished through the following specific objectives:

- Increased access and improvement of the quality of medical services in inpatient care system.
- Increased access and improvement of the quality of medical servicing in outpatient care system.
- Improved active lifestyle opportunities.

Description

The priority involves support for actions related to the development of inpatient and outpatient care and local sports infrastructure.

The support for inpatient and outpatient care system will involve the modernization of health care infrastructure, including treatment rooms and operating theatres and their equipment. Also, projects focusing on the establishment of complete health care system management and the computerization of medical services will be co-financed.

The all-inclusive approach to health issues is reflected by the support for projects focusing on the establishment of new and the improvement of existing sports and recreational facilities accessible to all inhabitants in the region.

Tasks

Macro-Level
*Upper Silesian
Metropolis Union*

Adjustment and development of cultural, recreational and leisure facilities and activities
Midterm till Euro 2012

Determine regional
current and target state

1. Determine the current situation (**current state**) and the (future) needs for regional significant cultural, recreational and leisure facilities and activities (**target state**); differentiate between inhabitants' and tourists' needs; have in mind the demographic change: aging society).

This can be done in two ways by the Upper Silesian Metropolis Union:

- a) It determines the current situation and the future needs for the regional significant cultural, recreational and leisure facilities and activities or
- b) it sets up standards for regional significant cultural, recreational and leisure facilities and activities and calls on the municipalities to submit the information on the current state and the target state (s. micro level step 1).

Stakeholder to involve: *municipalities, cultural, tourist and leisure institutions, local inhabitants/initiatives*

Develop regional
concept and projects,
deducting from the
difference between
current and target state

2. Deduct from the discrepancy between the current and target state the need for actions (**regional concept**) and develop projects for improvement (rehabilitation and modernisation of existing regional significant facilities and activities as development of new facilities and activities).

As indicated in step 1 this can be done in two ways by the Upper Silesian Metropolis Union:

- a) It deducts the need for actions themselves and develops regional significant projects or

- b) it calls on the municipalities to submit and justify project proposals for regional significant facilities and activities which will be selected in a competition procedure by the Upper Silesian Metropolis Union
The chosen project proposals will be proposed for EU-funding within the Silesian OP.

Stakeholder to involve: municipality, local inhabitants/initiatives

Example for procedure b: IBA Emscher Park, Ruhr district, Germany

Assess the use of the brownfields/industrial heritage for regional culture, recreation and leisure activities

3. Assess the implementation of the proposed regional significant cultural, recreational and leisure projects in the setting of the industrial heritage/ brownfields, giving these new functions and purposes; improving the image of these areas and strengthen the regional identity (s. chapter 3.2 and 3.7 for further potential uses and functions of brownfields and industrial heritage)

Stakeholder to involve: municipalities, property owners, cultural, tourist and leisure institutions, local inhabitants/initiatives

Examples for the re-use of brownfields:

- Industrial culture NRW: <http://www.nrw-tourism.com/index.php?id=14>
- Industrial culture Lausitz: <http://www.lausitz.de/Tourismus/de/Lausitzer%2520Industriekultur.html> (currently just in German, but a Polish translation is planned)
- S. Annex 2: Examples for the redevelopment of brownfields in the Ruhr district

Promote the activities for tourism and as soft location factor

4. Promote (marketing) the regional culture, recreation and leisure facilities and activities a) as soft location factor for enterprises (e.g. within the business development; s. chapter 3.2) and b) for tourism (e.g. on tourism fairs; s. chapter 3.7).

Stakeholder to involve: Responsible institution for tourism and business development in the Upper Silesian region

Green corridors to improve the quality of life and the ecosystem of the region

Midterm till Euro 2012

Develop regional concept for green corridors

Develop a regional concept to link the brownfields and existing green areas to regional green corridors, making them accessible for inhabitants and tourists (e.g. hiking and bike trails).

Stakeholder to involve: municipality, property owner, tourist and ecological institutions of the region

Micro-Level
Municipality with particular look on the boroughs

Adjustment and development of cultural, recreational and leisure facilities and activities

Midterm till Euro 2012

Determine local current and target state

1. Determine the current situation and the (future) needs for the local culture, recreation and leisure facilities and activities; depending on the procedure (s. macro level, step 1) they also do it for regional significant culture, recreation and leisure facilities and activities.

| | |
|--|--|
| | <p><u>Stakeholder</u> to involve: local inhabitants and cultural, tourist, leisure initiatives</p> <p><u>Example</u> to determine local needs: public opinion poll</p> |
| Develop local concept and projects, deducting from the difference between current and target state | <p>2. Deduct from the discrepancy between the current and target state the need for local actions (local concept) and develop local projects for improvement together with the local stakeholders (rehabilitation and modernisation of existing local facilities and activities as development of new facilities and activities); depending on the procedure (s. macro level, step 2) they also propose regional significant culture, recreation and leisure facilities and activities (project proposals).</p> <p><u>Stakeholder</u> to involve: municipality, property owners, local cultural, tourist and leisure institutions, local inhabitants/initiatives</p> <p><u>Example for a project developed with local citizens</u>: small 6 hols, 3 par golf lane in a park: www.marienlyst-golfklub.dk and in connections with that: A golf club with 300 grown ups members and 100 under 17. Prise: 50/20 € pr. year. Look at the menu point: Banen and Galleri to get and impression. Contact information's: The chairman Kristian Kaufholz, phone: + 45-2464 9209, email: formand@marienlyst-golfklub.dk.</p> |
| Assess the use of the brownfields/industrial heritage for local culture, recreation and leisure activities | <p>3. Assess the implementation of the local cultural, recreational and leisure projects in the setting of the nearby industrial heritage/ brownfields, giving these new functions and purposes; improving the image of theses areas and strengthen the local identity (s. chapter 3.2 and 3.7) for further potential uses and functions of brownfields and industrial heritage)</p> <p><u>Stakeholder</u> to involve: municipalities, property owners, cultural, tourist and leisure institutions, local inhabitants/initiatives</p> |
| Implement the culture, leisure and recreation concept and projects | <p>4. Implement the culture, recreation and leisure projects accordingly to the regional and local concept (s. macro and micro level, step 2), if reasonable within the setting of the industrial heritage/ brownfields (s. macro and micro level, step 3).</p> <p><u>Stakeholder</u> to involve: municipality, property owners, cultural, tourist and leisure institutions, local inhabitants/initiatives, try to assign regional enterprises for the implementation of the projects</p> |
| Inform inhabitants on cultural and leisure activities | <p>5. Promote/inform the inhabitants on the local culture, recreation and leisure facilities and activities (demonstrating the attractiveness as living and working location)</p> |
| Develop vocational trainings and other supporting instruments to work in the culture and leisure sector | <p>6. Develop training programs/vocational trainings and other supporting instruments together with other municipalities for the inhabitants to work and build up enterprises in the cultural, recreational and leisure sector, to promote small and medium sized enterprises (s. chapter 3.2 and 3.3).</p> <p><u>Stakeholder</u> to involve: municipalities, institutions for vocational training, university, cultural, recreational and leisure institutions</p> |
| Push socio-cultural activities in deprived areas | <p>7. Push socio-cultural activities, in particular in deprived areas, to tackle social and image problems; cultural activities can also help to make the deprived areas more interesting, attracting new, higher income classes, creating a positive image; the planed local initiative centres can be the "meeting" places for it bringing different civil groups and people together (s. chapter 3.5).</p> |

Stakeholder to involve: municipality, local inhabitants/initiative, artists

Green corridors to improve the quality of life and the ecosystem of the region

Midterm till Euro 2012

Implement green corridors

Implement the green corridors accordingly to the regional green corridor concept

Stakeholder to involve: municipality, property owners; try to assign regional enterprises for the implementation of the project

3.7 Industrial tourism

Significance for the development

Industrial tourism emerged as a distinct subcategory of cultural tourism towards in the 1990s. Since that time, industrial/ cultural tourism has become a fast growing segment in the tourism industry. A reason for this trend is an increase specialization among tourist.

The significance of industrial/ cultural tourism for the development of a region are the potential positive economic and social impacts. It can

Manifold development opportunities for the whole region through industrial tourism

- be a source of income and employment in the region
- provide new business opportunities and strengthens local economies
- establish and reinforce identity (in particular internally)
- give tourist an understanding of unfamiliar places, people and time, anewing the estimation for the region and their people
- help preserving the industrial/ cultural heritage
- improve the quality of life for residents and visitors alike
- with culture as an instrument it can facilitate harmony and understanding among people and supports culture.

Linking tourism with heritage and culture can do more for local economies than promoting them separately: saving the heritage and culture, sharing it with visitors, and harvesting the economic benefits of tourism.

Current situation

Problems – Potentials

Currently there is no considerable tourism taking place in the Upper Silesian mining region and its municipalities. This is due to its image as a polluted industrial mining region and a lack of special tourist attractions.

But existing (international) tourist destination are close by:

- the city of Krakow (city tourism; 80 km from Katowice) and the concentration camp Auschwitz/ Oswiecim between Krakow and Katowice
- the natural landscape in the south of Silesia (nature tourism; 70 km from Katowice).

Potentials

Tourism destination for industrial heritage in Silesia

New functions for the industrial heritage and its brownfields

The Upper Silesian mining region has the potential to establish itself as a supplementing tourist goal to the tourist destinations in Silesia mentioned above and to steer the existing tourism stream into the Upper Silesian mining region. For that purpose the region has to bethink itself upon its industrial heritage and opening it up as tourism attractions (industrial tourism as supplement to city and nature tourism; unique selling point) - both for the well-being of tourists and inhabitant of the Upper Silesian mining region. This uncloses new usage possibilities for the brownfields in the Upper Silesian mining region, too (s. chapter 3.2).

In this context the municipalities are faced with the challenge to protect the industrial heritage and to “recycle” it for new, economical meaningful uses – amongst others for tourist purposes (e.g. landmarks). Possibly EU funds from the national OP for Infrastructure and Environment and from the Silesian operational program (OP), priority 3 “Tourism” can be taped (s. Figure 17). In combination with the redevelopment of brownfields also the priority IV “Culture” might be applicable (s. Figure 16).

Figure 17: Silesian Operational Program, priority III Tourism

| Priority III Tourism | |
|----------------------|--|
| Objective | <p>The main objective of the priority is <i>the increase in the tourist competitiveness of the region</i> which will be accomplished through the following specific objectives:</p> <ul style="list-style-type: none"> • Increased quality of regional tourist infrastructure. • Creation and development of regional tourism products. • Increased access to tourist information. • Increased awareness of the regional tourism offer. |
| Description | <p>The priority involves support for actions related to the development of tourist facilities and related infrastructure as well as the tourist information system and tourism promotion.</p> <p>Tourist facilities infrastructure will be supported by undertakings related to the creation of accommodation and catering base. The development of regional tourist products will be fostered by initiatives related to e.g. active forms of tourism, tourism-related base and theme parks.</p> <p>As regards tourist information system, we will create and develop tourist information centers and points networks, information platforms and databases and the marking system for tourist attractions.</p> <p>Tourism will be promoted by supporting the organization of events and promotional campaigns and by preparing development programmes and promotional programmes for branded products.</p> |

Establishing and reinforcing the regional identity

Establishing and reinforcing a new regional image to the outside

A further potential of re-using the industrial mining heritage and its brownfields (e.g. for tourism purposes) is to give this heritage a new value and therefore a new estimation. This will strengthen the pride of the inhabitants of the region, which are strongly connected to the mining industry and its buildings/sites, establishing and reinforcing the regional identity.

Further it gives the Upper Silesian region the possibility to present itself in a new light – reinforcing a new image to the outside.

Activities/ actions so far

No strong actions have been taken so far by the municipalities to develop an industrial tourism industry.

Recently an industrial route through the Silesian region has been established (s. <http://gosilesia.pl/szt>) as an initiative of the Marshal's office agenda Silesian Tourism Organisation. It has been launched in November 2006.

Tasks

Macro-Level
Upper Silesian
Metropolis Union

Development and implementation of a regional tourism (marketing) concept

midterm till Euro 2012 (good opportunity to attract tourism and present the region – image)

Identify the industrial/
built-cultural heritage

1. Identify the regional significant industrial and built-cultural heritage which can be exploited for tourism as unique selling point in Silesia.

This can be done in two ways by the Upper Silesian Metropolis Union:

a) It identifies the heritage themselves with the support of the municipalities and develops concepts for the use of the identified regionally important industrial and built-cultural heritage for tourism

- b) purposes (with the support of experts) – top-down or
- c) it sets up quality standards for such sites and calls on the municipalities to submit project proposals (concepts) which will be selected in a competition procedure by the Upper Silesian Metropolis Union (s. micro level step 1) – bottom-up.

The chosen industrial and built-cultural heritage projects/concepts will be proposed for EU-funding within the Silesian OP, priority 3.

Stakeholder to involve: Upper Silesian Metropolis Union, municipalities; property owners of industrial and built-cultural heritage, tourism associations in the Upper Silesian region, experts

Example: IBA Emscher Park, Ruhr district, Germany

Develop a industrial tourism concept

2. Build upon on the chosen industrial and built-cultural tourism projects a holistic tourism concept for the Upper Silesian mining region (assessing the needed tourism infrastructure; defining promotion actions; linking the single heritage sides e.g. to the route of industrial heritage of the Upper Silesian mining region; linkage through bike and hiking trails, green corridors, transport medias, etc.).

Stakeholder to involve: s. step 1

Example for industrial routes: Industrial Heritage Trail in the Ruhr District: <http://www.route-industriekultur.de/menue/menue.html&lang=2>

Coordinate the tourism concept with the tourism concepts of Krakow and the South Silesian region

3. Coordinate and agree the concept with the tourism concepts of Krakow and of the south of Silesia (natural landscape)

Stakeholder to involve: Responsible institutions for tourism in the Upper Silesian region, Krakow and for the South Silesian region.

Promote the region as industrial tourism destination in Silesia

4. Promote (marketing) the Upper Silesian region as a special place for industrial heritage tourism (e.g. on fairs, promotion material, etc.); gain the support of (inter)national tourism agencies/ industry to integrate the Upper Silesian region in their tourism packages for Silesia.

Stakeholder to involve: Responsible institution for tourism in the Upper Silesian region, (inter)national tourism agencies/ industry

Micro-Level
Municipality with particular look on the boroughs

Develop industry tourism projects

Supporting the regional tourism concept
Midterm till Euro 2012

1. Develop project proposals for the use of the industrial and built-cultural heritage for tourism purposes (define which are of regional importance and which will complement these on local level (s. macro level step 1; s. chapter 3.5).

Stakeholder to involve: municipality, property owners, tourist association, local inhabitants/initiatives, former workers of the sites, local artists, experts

Examples for the re-use of industrial heritage:

- Industrial culture NRW: <http://www.nrw-tourism.com/index.php?id=14>
- Industrial culture Lausitz: <http://www.lausitz.de/Tourismus/de/Lausitzer%2520Industriekultur.html> (currently just in German, but a Polish translation is planned)

- s. Annex 2: Examples for the redevelopment of brownfields in the Ruhr district

Implement the projects based on regional tourism concept

2. Implement the industrial tourism projects based upon the regional tourism concept (develop the industrial heritage; link the tourism sites; construct the needed tourism infrastructure e.g. accommodation, gastronomy, transport, tourism office; develop local tourist guides, promotion materials, etc.).

Stakeholder to involve: municipality, property owners, tourist association, try to assign regional enterprises for the tasks

Develop vocational training to work in the tourism industry

3. Develop training programs/vocational trainings and other supporting instrument together with other municipalities for the inhabitants to work and build up enterprises in the (cultural) tourism sector, to promote small and medium sized enterprises (s. chapter 3.3 and 3.2).

Stakeholder to involve: municipalities, institutions for vocational training, university

For further information on such a process, take a look on the "4 steps for successful cultural tourism": www.culturalheritagetourism.org/fourSteps.htm. See as well the "5 principles for successful cultural tourism": www.culturalheritagetourism.org/fivePrinciples.htm ("Collaborate", "Find the fit", "Make sites and Programs Come Alive", "Focus on Quality and Authenticity", "Preserve and Protect").

4 Proposed organisation and coordination structure

| | |
|--|---|
| Need for horizontal and vertical coordination and cooperation | To secure coordinated and integrated programs, concepts, plans, projects and processes for an integrated development of the Upper Silesian mining region and its municipalities, it requires an organisation and working structure between the horizontal and vertical levels and stakeholder of the region. |
| Need for a regional entity providing a regional development framework for the Upper Silesian mining region | <p>Given that the existing problems and challenges can often not be solved by a municipality alone, an institution on macro/ regional level is needed, which provides a regional development framework/ frame of actions, on which the municipalities act on and arrange their concepts, plans, activities, etc. Thus a target-oriented and coordinated proceeding of the municipalities can be supported, improving the development perspectives of the region and its municipalities.</p> <p>Together – presented by a regional entity – the municipalities will also have a bigger bargaining power (bargaining e.g. with the voivodship or national level or enterprises) and present a more important entity as alone (higher economic power, more inhabitants, etc.).</p> <p>There is a political consensus within the mayors of the Upper Silesian mining region to create such a regional entity, the Silesian Metropolis Union (14 municipalities).</p> <p>Following structure and proceedings for this entity are proposed to implement the tasks mentioned in chapter 2; s. Figure 18:</p> |
| Macro level: Silesian Metropolis Union | <p>Macro level: Silesian Metropolis Union</p> <ul style="list-style-type: none"> • <u>Director</u>: The director is in charge with the conduct and management of the Union |
| Decision panel | <ul style="list-style-type: none"> • <u>Board of mayors</u>: The board of mayors together with the director are the <u>decision panel</u> where strategic decisions and decision on regional concepts, plan, programs, projects, etc. are taken (balancing the interests of the municipalities; <i>vertical coordination</i>). Thus the implementation of the taken decision of the Union will be secured as the democratic legitimization. |
| Cross sectoral steering group | <ul style="list-style-type: none"> • <u>Heads of departments</u>: Each head of department manages his department. Together they build the head of departments, which functions as a <u>cross-sectoral steering group</u> to coordinate the activities of all departments to secure a coordinated and integrative approach (<i>horizontal coordination</i>). They also take part at the decision panel advising the director and the board of mayors in their meetings (no voting power). • <u>Departments</u>: The departments fulfil the tasks of the Union. Therein they will be supported by the departments of the municipalities, giving information, feedback and consultations (<i>vertical coordination</i>). |
| Micro level: municipalities | <p>Micro level: Municipalities</p> <ul style="list-style-type: none"> • <u>Mayor</u>: Chief executive of the municipality |
| Cross sectoral steering group | <ul style="list-style-type: none"> • <u>Heads of departments</u>: Each head of department manages his department. Together they build the head of departments together with the mayor, which functions as a <u>cross-sectoral steering group</u> to coordinate the activities of all departments to secure a coordinated and integrative approach (<i>horizontal coordination</i>). • <u>Departments</u>: The departments fulfil the tasks of the municipality. They support the departments of the Silesian Metropolis Union with information, feedback and consultation (<i>vertical coordination</i>). |

Meso level: linking the
macro and micro level

Meso level

thematic work groups

On meso-level the departments with the same thematic responsibility of each municipality as of the Silesian Metropolis Union come together at regular intervals to exchange experience, learning from each other and to develop common actions and programs, working together where it is useful – thematic work groups; *horizontal and vertical coordination* (e.g. common training programs or implementation of a Revitalisation programme with a bottom up approach, s. chapter 3.5.1).

Where helpful for the development and implementation of plans, actions and projects on micro and macro level relevant private stakeholder are to be involved in an early stage. Involved stakeholder should be e.g. citizens, organisations, etc. that have something at stake or are effected by the field of action, plan, etc.

Further the municipalities together with the Silesian Metropolis Union have to think about a “financing key” sharing expenditures and gains of regional significant projects and programs. In general there are two “typical” ways of doing so:

- Each municipality is responsible for a regional project (for the expenditures as the gains) or
- each municipality takes over a certain percentage of the expenditures and participates to the same percentage on the gains.

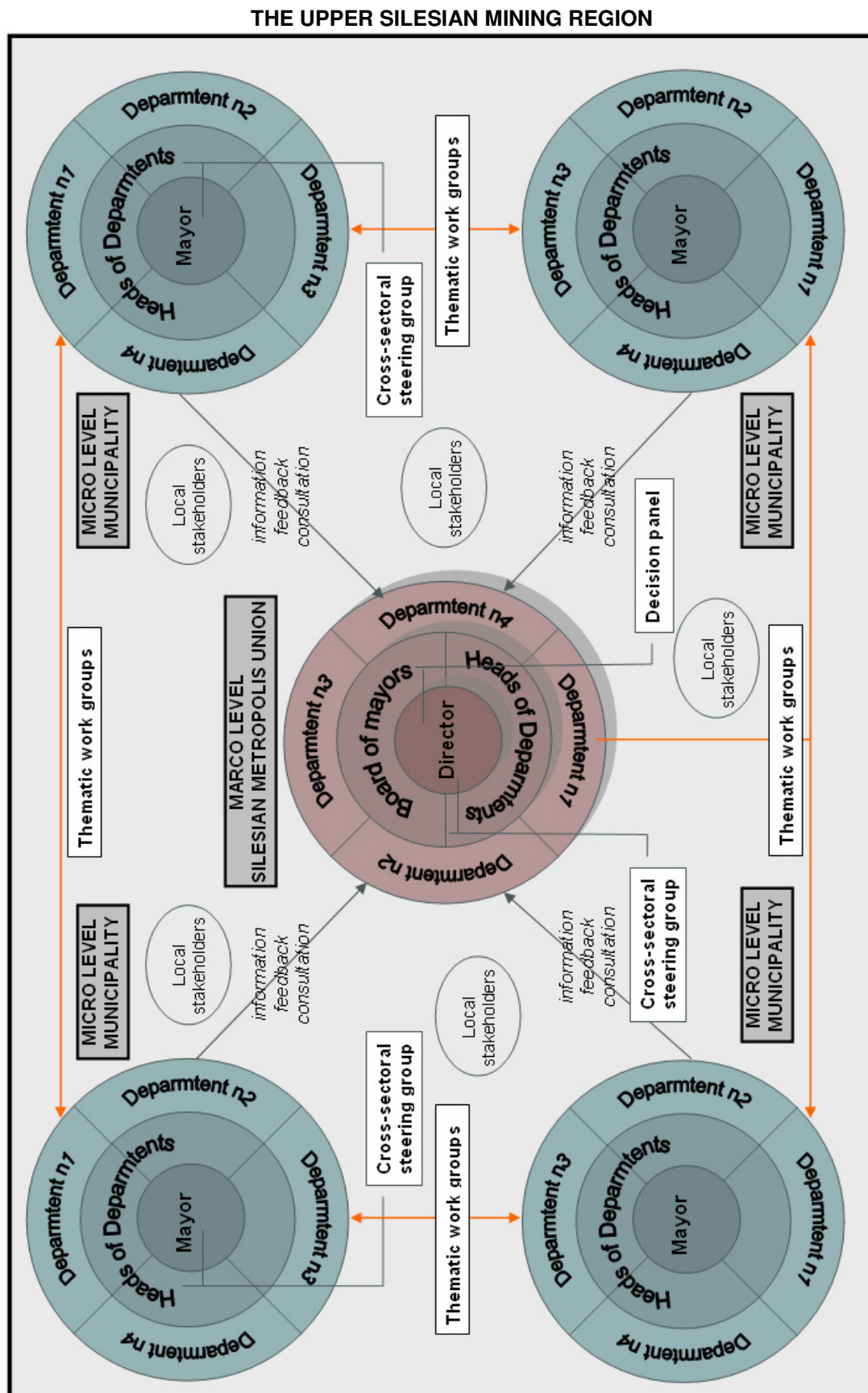
National actions

There appears to be a strong “black” market in jobs keeping the workers on social benefits and less likely to accept legal jobs which pay not much more than the benefits they are on. There is also a greater incentive to carry out low level crime to supplement income. To get rid of the “black” market jobs is very difficult, but it is possible to lower the intensity by making legal jobs more attractive and by controlling actions as described. There will maybe be a need to involve the state to reduce formal barriers for taking actions. See more in chapter 3.3.2.

In chapter 3.3.3 there is a suggestion of building a one campus university. It could be an advantage from the beginning to have the support from the state to realise this possible vision. There can even be some barriers in the legislation, to take care of.

In chapter 3.4.1, there is focus on the mining urban areas – the housing heritage. There is a risk of not having success in this field because of lack of financing possibilities. The state should take responsibility here and decide to provide funding for revitalisation of deprived housing areas. Including set up rules for decisions of which areas, should have access to the funding. Ex. unemployment rate, level of education, age of the housing, agreement of future ownership which includes the families living in the houses. Actions to meet goals for sustainable development, degree of citizen participations. As an inspiration, you could look to Sweden. The Swedish metropolitan policy, which includes founding's from the state (and from EU) to the cities. It is possible in the new member states to use a minor part of the structural funds for Housing purposes.

Figure 18: Decision entities and their links in the Upper Silesian mining region



5 Conclusions

To successfully cope with the problems the municipalities are facing and to be able to make use of the existing development potentials the experts see the urgent need for an institution on macro/ regional level which provides a regional development framework/ frame of actions, on which the municipalities act on and arrange their concepts, plans, activities (coordination and cooperation entity).

Further the experts see the need that the municipalities have to involve more their local stakeholders (citizens, local organisations, business groups, etc.) to be able to deal successfully with the existing problems and potentials. Alone they will not be able to find sustainable solutions. For the implementation of needed projects private stakeholders are needed.

Also a stronger horizontal cooperation between the different departments and between the municipalities is needed to secure an integrated and target-oriented development approach, complementing each other.

As main field of actions for the Upper Silesian mining region and its municipalities the experts have identified:

Spatial Planning

Good spatial planning is essential in developing coherent urban form, creating identity, providing a network of well connected places, establishing the role and function of different areas and planning for the future.

Little spatial planning was given to the relationship between each of these settlements with the result that many of these settlements have joined and coalesced. There is no clear hierarchy between settlements distinguishing different roles and identity.

There is a large amount of underutilised brownfield sites that have contamination, land ownership and access issues that need to be addressed.

Both the Housing areas and the housing stock across the area are of very different levels of quality and age. Some of the areas of older housing are laid out on the basis of good urban design principles.

High quality urban and green public spaces and access to wider open countryside is important in ensuring quality of lives for people living, working and visiting the area

- 1) Establish a database of information for the agglomeration to establish the scale of the challenges to be tackled
- 2) Set up a series of workshops with all the municipalities and start to brainstorm key regeneration opportunities and constraints at both an agglomeration level and at a municipality level
- 3) Undertake a study looking at the roles and responsibilities of cities within the agglomeration to ascertain whether there is a potential hierarchy of centres.
- 4) Establish a strategic framework/masterplan for the agglomeration
- 5) Develop implementation strategy that considers strategic land acquisitions, and funding opportunities.

- 6) Establish regeneration organisation/ partnership that cuts across municipality boundaries that has the power to make strategic decisions and influence or make planning policy decisions at a strategic level.
- 7) Undertake a spatial masterplan for each of the cities to establish:
 - Key transport infrastructure required
 - Proposed land use framework
 - Key development opportunities
 - Priority investment sites
 - Key public realm improvements
 - Opportunities for new community facilities
 - Leisure and recreational needs

Key to the success of the spatial masterplan will be ensuring good community consultation, liaison with landowners and the private sector and developing a robust implementation strategy.

- 8) Prepare development briefs for identified key development opportunities and priority investment sites.
- 9) Establish programme of significant public realm improvements in both city centres and residential area.

Economy

Economic growth, higher employment levels, technological development and innovation, restructuring and diversification of economic activities are all key to the sustainable regeneration of the region.

Although significant and wide-scale restructuring of heavy industry in the region has occurred, in 2004 37.9 % of total employment was in industry and the building sector. The largest sector is the service sector at 57.3%.

The unemployment rate in the region is 15.4% but is below the national average of 17.6%. These figures however mask areas where the unemployment rate is even higher such in Bytom where it is currently 20.6 % and in Lipney where it is approximately 25%.

There are problems of low educational achievement and lack of transferable skills to other sectors.

A lack of entrepreneurial spirit and the large number of people on benefits and subsidising their income on the black market has resulted for some generations of people who are unemployed.

The basis for creating a permanent competitive position within the region is to promote research and development, particularly in the field of information technology.

In order to attract inward investment investors require certainty of likely returns. The low attractiveness of post industrial sites due to poor access, and unknown remedial works to clean up contamination is a disincentive to invest.

- 1) It is important that sectoral research is undertaken to look at restructuring of the economy and to identify potential growth sectors i.e. IT, tourism, intelligence, high tech etc.

- 2) Develop a guide to assist all the municipalities in successful brownfield regeneration would assist in helping to bring sites forward more quickly thus creating more employment opportunities.
- 3) It will be important to provide a strategic database of brownfield land and identify priority sites at the agglomeration level.
- 4) At an agglomeration level it would be useful to consider also on the supply side skill levels and training needs.
- 5) Identify ways of developing an entrepreneurial spirit. Important to this will be setting up business centres that are incubator spaces for new businesses.
- 6) Partnerships between the private and public sector should be established. New workspace could have lower rents to help businesses to establish in the first couple of years.
- 7) Develop training programme that match the requirements of the current market place. Establish whether grants can be applied for to encourage people to retrain. Develop skill and action plans.
- 8) Consider the provision of improved child care facilities to allow people to return back to work.
- 9) Set up enterprise centres linked to universities that can provide support to develop businesses and also to retain higher skilled individuals within the region.

Education

There is a lack of skills and education. There is awareness at the political level in the cities and Union of the need for higher educational level to attract new business and manage the global competition. There are potentials in better connections between the different educational levels, in working with transferring the basic knowledge from the mining industry into new business and at the university level to create new frames for cross cutting faculties for new science activities.

Sub themes

- 3.3.1 Higher level of skills and education
- 3.3.2 Transferring existing skills to new businesses through education
- 3.3.3 One University Campus

Environment and Housing

The housing areas are in poor environmental condition and the housing itself lacks modern facilities and sufficient investment. The mining urban areas has basically a good lay out and with that, there is good possibilities for reconstructions. There is a need for state involvement to finance long term development plans. There is potential in creating social contracts with the citizens about conditions for investment in their communities.

There is as in almost all urban areas a lack of equality in health and there are problems because of alcohol abuse. Proper treatment and prevention programmes are needed.

Sub themes

- 3.4.1 The mining urban areas – the mining housing heritage
- 3.4.2 Promote city life and address crime prevention
- 3.4.3 Sustainable development
- 3.4.4 Demographic changes – new needs
- 3.4.5 Health promotion and abuse prevention

Citizens' participation

To invite the citizens to involve themselves in developing there on neighbourhoods, there should be formulated a double strategy. The first part should identify small projects for which the community can seek funding to make the neighbourhood a better place to live in the short run. That will empower citizens and make them prepared for the next step. The second step should be a revitalisation programme including intervention themes, and overall goals. This could form part of a wider spatial masterplan. It should give space for citizens to take initiatives and involve them selves in making the quality of their lives better.

Sub themes

- 3.5.1 Revitalisation programme with a bottom up approach^
- 3.5.2 Citizen Leaders Programme

Culture, Leisure and Recreation

Culture, leisure and recreation are important soft location factors which offer various supporting development potentials. Currently these themes contribute very limited to the attractiveness as living and working location of the region and its municipalities. The industrial brownfields present a large potential to improve the current situation within these themes and it ought to be tried to use the infrastructure projects for the EURO 2012 to strengthen the sphere of culture and recreation. Further cultural and recreational activities are qualified actions to bring the different social groups together to strengthen the civil society and regional/ local identity.

As main important tasks are seen:

Adjustment and development of cultural, recreational and leisure facilities and activities

1. Determining the current situation (current state) and the (future) needs for regional and local significant cultural, recreational and leisure facilities and activities (target state) (responsible: Upper Metropolitan Union together with Municipalities)
2. Developing regional and from this deducted local concepts and projects for the improvement of Culture, leisure and recreation (adjusting the current to the target state) (responsible: Upper Metropolitan Union and Municipalities)
3. Assessing the use of the brownfields/industrial heritage for regional and local culture, recreation and leisure activities (responsible: Upper Metropolitan Union and Municipalities)
4. Implementing the culture, leisure and recreation concept and projects accordingly to the regional and local concept (responsible: Municipalities)
5. Promoting the activities for tourism and as soft location factor (responsible: Upper Metropolitan Union)
6. Inform the inhabitants on cultural and leisure activities (responsible: Municipalities)
7. Developing vocational trainings and other supporting instruments for the residents to foster to work and build up enterprises in the culture and leisure sector (responsible: Municipalities)
8. Pushing socio-cultural activities in deprived areas (responsible: Municipalities)

Green corridors to improve the quality of life and the ecosystem of the region

1. Developing a regional concept for green corridors (responsible: Upper Metropolitan Union)
2. Implementing the green corridors (responsible: Municipalities)

Industrial tourism

Industrial tourism offers manifold development opportunities for the Upper Silesian mining region. International tourism destinations are close by. The industrial tourism offers the possibility to give the industrial heritage and its brownfields new uses and functions, establishing and reinforcing the regional identity and improving the image of the area.

As main important tasks to make use of the potentials of the industrial tourism are seen:

Development and implementation of a regional tourism (marketing) concept

1. Identifying the regional significant industrial and built-cultural heritage to be exploited for tourism as unique selling point in Silesia (responsible: Upper Metropolitan Union)
2. Developing project proposals for the use of the industrial and built-cultural heritage for tourism purposes (responsible: Upper Metropolitan Union together with Municipalities)
3. Building upon on the chosen industrial and built-cultural tourism projects a holistic tourism concept for the Upper Silesian mining region (responsible: Upper Metropolitan Union)
4. Coordinating the tourism concept with the tourism concepts of Krakow and the South Silesian region (responsible: Upper Metropolitan Union)
5. Implementing the industrial tourism projects based upon the regional tourism concept (responsible: Municipalities)
6. Promoting the region as industrial tourism destination in Silesia (responsible: Upper Metropolitan Union)
7. Developing vocational trainings and other supporting instruments for the residents to foster to work and build up enterprises in the culture and leisure sector (responsible: Municipalities)

Economical development programs are the primary engine and will need investments from the OP and from private sources. But activities taking actions to address the unemployment by bringing the educational level up, and involve the citizens in taking better care of there own lives and there neighbourhoods, are interrelated with the economical development programs, and a precondition for having success in attracting new businesses and keep the well educated inhabitants in the region. There are especial potentials in developing industrial tourism and the culture, leisure and recreation sector. There will be very good jobs to get for the inhabitants including suitable for women living in the deprived areas in the cities, which are in focus for this report.

URBACT - Support for cities expert

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Annex

Annex 1: Program of the experts' visit to the Upper Silesian region

29 May 2007 (Tuesday)

Arrivals

- Nigel Wakefield 16.25 by Easyjet to Kraków Balice Airport
- Sonja Mikkelsen 23.15 by LOT to Katowice Pyrzowice Airport
- Nils Scheffler 23.15 by LOT to Katowice Pyrzowice Airport

Accommodation

Hotel Diament, Katowice, ul. Dworcowa 9

30 May 2007 (Wednesday)

Welcome and introduction presentations (08:00)

- Welcome in Silesian Union of Municipalities and Districts seat in Katowice (ul. Stalmacha 17)
- Presentation of the agglomeration as the whole
- Agglomeration's challenges in years to come (inc. EURO 2012 football European championships)
- Presentation of chosen boroughs by SUMD
- Presentation of the project within the ROP
- Technical details
- Agreeing on the program – possible amendments

On-site visits to the boroughs

City of Chorzów (09:30)

- Arrival to City Hall Chorzów
- Meeting with Secretary of City Mr. Marek Dudek
- Presentation of Chorzów II
- Visit to Chorzów II (incl. Mickiewicza Square, Secondary schools in borough, ul. Kalidego – demolishing the buildings, visit in planned Local Initiative Center in Chorzów II)

Team from city of Chorzów:

1. Marek Dudek – Secretary of the City Hall

Lunch (12:00)

City of Ruda Śląska (12:45)

- Arrival to City Hall Ruda Śląska
- Meeting with officials and presentation of Orzegów borough
- Visit in Orzegów (includ. Local sport center, walk through the borough, the visit in planned Local Initiative Center in Orzegów, visit in area covered by architectural protection)

Team from city of Ruda Śląska:

1. Bartosz Satała – Deputy President of the City
2. Joanna Sochacka – Head of the Department for European Funding
3. Tomasz Rzeżucha
4. Aleksandra Kruszewska

City of Bytom (15:30)

- Arrival to Szombierki Thermal – Electric Power Plant Bytom
- Meeting and presentation of Szombierki Borough
- Visit in Power Plant

- Visit in Szombierki (include. Brownfields next to former mining shaft "Krystyna", local sport center, visit in planned Local Initiative Center in Szombierki, old Szombierki and park Fazaniec)

Team from city of Bytom:

1. Halina Bieda – Deputy President of City of Bytom
2. Tomasz Janik

Return to hotel and diner with SUMD office (18:00)

31 May 2007 (Thursday)

On-site visits to the boroughs

City of Świętochłowice (08:30)

- Arrival to planned Local Initiative Center in Lipiny
- Meeting and presentation of Lipiny and Chropaczów
- Visit in Lipiny – walk through and presentation of the mostly ruined quarters
- Visit in Chropaczów

Experts exchange their experience in SUMD office in Katowice (11:30)

Lunch (13:00)

Consultation of cities with experts (14:00)

Meeting with SUMD (17:00)

Common diner in Park of Chorzów (19:00)

1 June 2007 (Friday)

Experts' session (08:00)

Seminar with Urban Working Group (12:00 – 14:30)

Departure

- Nigel Wakefield – at 16.50 by Easyjet from Kraków Balice Airport

2 June 2007 (Saturday)

Departure

- Sonja Mikkelsen – at 5.45 by LOT from Katowice Pyrzowice Airport
- Nils Scheffler – at 6.20 by Lufthansa from Katowice Pyrzowice Airport

Team from SUMD

- Ferdynand Morski – Executive Director
- Filip Helbig
- Joanna Orman

Annex 2: Examples for the redevelopment of brownfields in the Ruhr district