



InnoCité Work package 4 : City Analysis and diagnosis

InnoCité Workshop 1 Chamber of Commerce and Industry of Lyon 18th and 19th September 2008

Part 1: From the project Application Form...

Objectives of the Work Package

- I. Identification of pilot cities and their region, which are able and prepared to initialise an enduring transnational cooperation.
- II. Evaluation of concrete examples of successful and innovative approaches and their actual effectiveness on typical problems of small and medium-sized Alpine cities by doing a brief data and best practice collection. In this way, we will outline specific key elements based on Town Centre Management principles.

Objectives of the Workshop

- 1) **Related to Action 4.1:** Definition of characteristics of small and medium cities under the influence of large Alpine agglomerations
- 2) **Related to Action 4.2:** Definition of:
 - a) Benchmarking parameters (population, commercial offer, infrastructures...)
 - b) Key performance indicators of an Alpine methodology based on TCM principles

Specific objectives of the Workshop

- ⇒ Make a proposal for collecting minimum quantitative, qualitative and policy data (economic, social, accessibility/infrastructures, ...) in order for each partner to start data collection for diagnosis of pilot-site (needs, market, attractiveness, commercial offer, number of companies, employment area, density of public services, ...)
- ⇒ Define and agree about:
 - Characteristics of the targeted areas
 - Data necessary to city analysis and diagnosis
 - Benchmarking parameters (population, commercial offer, infrastructures...)
 - Key performance indicators of an Alpine methodology based on TCM principles

Expected results of the workshop

- Pilot sites: Characteristics and Identification
- Analysis and Diagnosis grid (to be tested before Workshop 2)
- Identification of interesting practices or experiences

Part 2: Evaluation of work realized by and during Workshop 1

<p>Pilot sites: Characteristics and Identification</p>	<p>LP : Neuville sur Saône PP1 : Lure (InnoCite PP7) PP2: two cities: - Darfo Boario Terme - Voghera PP3: Garmisch-Partenkirchen PP4: PlusRegion PP5: Hollabrunn PP6: border region with Trieste (Italy)</p>
<p>Analysis and Diagnosis grid (to be tested before Workshop 2)</p>	<p>See attached Excel document entitled “list-of-data-to-collect...proposal”</p> <p>This table resumes all aspects discussed together during workshop 1, we have reclassified certain notions that were overlapping, also we have put in green our suggestions.</p>
<p>Interesting practices or experiences (normally this work is planned under action 4.5 but these elements, which were presented by the partners during their different presentations are interesting to be known as a project start)</p>	<p>Neuville sur Saône (pilot city of LP): Town Centre Management Unit (CentreNeuville) in charge of :</p> <ul style="list-style-type: none"> - Organising business animations: commercial events, festivals, - Managing the requalification of public spaces - Seeing to the marketing of business premises - Managing operation to improve parking conditions, pedestrian access and public transport <p>Management by a public/private partnership since November 2004</p> <ul style="list-style-type: none"> ➤ 1 steering committee twice a year ➤ 1 monthly technical committee uniting all partners ➤ 1 team of 5 urban stewards ➤ Observation of commercial offer <p>Regione Lombardia (PP2): Re-launching of urban retail through the “Urban Commercial Districts” initiative.</p> <p>Salzburger Institut fur Raumordnung & Wohnen (PP4) Community Development Program:</p> <ul style="list-style-type: none"> ➤ Organizing architectural competitions for communities ➤ Neighbourhood security improvement in the city of Salzburg ➤ “Generation village” to unite all generations in a neighbourhood <p>PlusRegion (pilot city of PP4)</p> <ul style="list-style-type: none"> ➤ Common Marketing between three communities

	<ul style="list-style-type: none"> ➤ A yearly fair where companies present their products and services (10 000 visitors) ➤ Long shopping nights <p>Office of the provincial government of Lower-Austria (PP5) Urban Regeneration / City centre vitalisation / Youth programmes</p> <ul style="list-style-type: none"> ➤ Participation processes ➤ Cooperation with Lower Austria Chamber of Commerce <p>Hollabrunn (pilot city of PP5) City-Marketing Manager</p> <ul style="list-style-type: none"> ➤ Organizing events like: long shopping nights or Christmas events/decoration ➤ Supports owners of immobilia if there is floor space open ➤ Contact for shop owners to city authorities and other supporting bodies like the Chamber of Commerce. <p>Re-enactment about a Napoleon battle that took place nearby Setting-up of a network with the neighbouring city of Retz and Znaim across the Czech border to develop cooperation projects</p> <p>Regional development centre Koper (PP6) ICZM – Integrated Coastal Zone Management</p> <p>Lure (PP1 + PP7) Already done : preliminary studies related to SMCs and attractiveness of the town center (led by urban agency of Belfort territory), thematic fields:</p> <ul style="list-style-type: none"> - Accessibility (traffic flow, parking, soft mobility...) - Improvement of coherence of Housing - Quality of public spaces : houses facade, shop windows, street lighting, grounds... <p>⇒ integration of a sustainable development</p> <p>Output and next step : Elaboration of a pluriannual program of works (ex : foreseen investments to enhance the accessibility to the SMCs & notably to promote soft mobility like bicycles & pedestrians : paths, town center management actions...)</p>
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**Part 3: What has to be done on Work package 4
by and during Workshop 2 in Munich
4th and 5th December 2008**

Action 4.3: Collection of data at regional and local level, outline of regional policies favouring sustainable development and life quality in the targeted urban areas.

⇒ **By the 4-5th December 2008:** each partner - in a further step of brain-storming we already have begun in Lyon - is requested :

- to collect further criteria and feasible indicators referring to the list above,

- to consider whether the data referring to the criteria and indicators are available in its own country (e.g. official statistics) or decide whether a special data collection is required (each partner, from the list of collectable items mentioned above, will try to collect as much data as possible on the pilot case city),
- to send its outcomes (which should be understood as a brain-storming proposal only) **to LP and PP3 (WP-Responsible) only by Friday 21st November 2008.**

The LP will send the collected data – in one paper - to all partners by latest **Friday 28th November 2008** for preparation of the Workshop 2 talks in order to have all the stuff to enter a moderated discussion.

- ⇒ **During the InnoCité Workshop 2 on 4-5th December 2008:** the partners will decide all together, according to the experiences realized in October and November on their case studies, how to best measure the data and how to compare the results. To achieve this, a moderated workshop will be organized by PP3 which will be processed by an external expert.
- ⇒ **During the InnoCité Workshop 2 on 4-5th December 2008:** the partners will have the opportunity to present their pilot case city.

CRITERIA concerns the whole city	INDICATORS	UNIT Collectable, comparable, measurable	InnoCité relevancy	
I. Basic data (obligatory)			x x x x x x x	
Influential metropolis	Population in number of persons Growth / decline of population per year Area (Superficy) in km ² Density of population per km ² Customer catchment area: perimeter, number of inhabitants and households Households' income average	factor in km ² in km ²		
Under influence identified pilot site(s)	pre-	Population in number of persons Growth / decline of population per year Households' sizes/type Age categories of population residing in Social categories of population (executive, professional, liberal, manual worker, retired, student...) Unemployment rate Area (superficy) in km ² Density of population per km ² in the city-centre and in the different areas Customer catchment area perimeter Sectors of activity (Agriculture, Industry, Trade, Services) in percent or more detailed like Construction–civil engineering; wholesale; retail trade; tourism. Working population residing in the perimeter: working outside or inside the perimeter Households' income average Cooperation level between politics and civil society	factor factor in km ² persons/km ² % factor rate 1 to 6	x x x x x x x
Customer catchment area				

Type of area: primary, secondary, tertiary and external consumers	X X X X X
- number of inhabitants and households	
- Contribution to area turnover	
- Purchasing power per household	
- Percentage of turnover	
- Percentage of appeal	
Age categories of customers	
Social categories of customers	

II. General economy

Commercial offer

Food shops, non food shops in number, inferior or superior to X m ² (In France: 300 m ²)	factor	
Sectors of activity of shops (food products, equipment for the individual, equipment for the home, leisure and culture, etc)	factor	
Location in city-centre or in periphery of the pilot site in number	factor	
Competitive position: sharing of the primary area market	%	
Sales turnover:		
- by main sectors of activity,	%	
- by form of distribution (retail shops, superstores, city markets),	%	X X X X
- by means of transport (car, walking, public transport, others)	%	

Economic environment

Setting up cost	
Cost of land	
Renting cost	
Taxation (local taxes)	
Available spaces, vacant premises in number in the city-centre and in the other areas	
Housing policy	yes/no

Government regulations, subsidies for setting up and developing a business

Opening hours of shops

III. Accessibility

Means of transport

Existence of public transports x x x x x

Modal split cars/train/metro/tramway/buses/soft mobility like bicycle/pedestrian/others in percent

Existence of multimodal platform of transport

Accessibility time to the town centre x

Traffic

x x x x x x x

Number of vehicles passing

Flow of pedestrians in the city centre

Car parks

Number, location of car parks, number of parking spaces x x x x

Signs and markings

Road system

Existence of delivery areas m²/surface of the area

Delivery policy yes/no

Pedestrian accessibility

Square meters of pedestrian area per person m²/surface of the area

Pedestrian access for the disabled x x x x

IV. Urban forms, structuring equipments and central facilities

Organization of urban space

Upkeep of street furniture like street lighting, parks where to sit, green spaces, green stripes, floral architectures

Accessibility to green parks within 300 m from home

Repartition residential/commercial/greenery density x x x

	Surface covered by the housing in % of the total surface of the centre	%
Internet / new medias / broadband density		
Public facilities (Post offices, schools, nurseries, ...), covered markets		x x x x x x x x
Financial sector points		
Cultural and Leisure offer	Cultural and leisure equipments (libraries, theatres, cinema, museums, swimming pools, etc); Exhibitions, events.	x x x x
Hospitality - Catering		x
Health services		x x x x
V. Quality of life		
Image provided by the environment and architecture	Cultural heritage and historical sites, facades, places Natural heritage conservancy, Housing quality and coherence, Security Cleanliness Tranquillity	x
Social, associative, sports life	Associations' number (ratio for 1000 inhabitants) Sports number Animations number	x x x x x x

list-of-data-to-collect-by-WS2in Munich-07-10-08-proposal

Animations for children, teenagers

Number of networks, organizations, cooperation projects in which
the city takes part in