



Pact op Zuid

2008 *Guidebook*

Establishing the baseline



Uitgeverij IJzer

Partners in the Pact op Zuid



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Housing associations:

Com•Wonen



Vestia



Woonbron



Woonstad (Nieuwe Unie & WBR)



In association with:

Borough of Charlois



Borough of IJsselmonde



Borough of Feijenoord



City of Rotterdam





Introduction 9

Key to the web and the statistics 12

Acknowledgements 13

Pact op Zuid: the essence 14

Teamwork 16

On behalf of residents and businesspeople 17

Steersmanship: prevent stagnation, make choices 18

Knowledge-sharing 19

Businesspeople 20

Monitor 21

Visual materials 23

The journey 24

Pact op Zuid: an overview 26

Big differences 30

Chance Cards 32

Empowerment Zones 34

Borough of Charlois 38

Carnisse 40

Owner-occupied homes in Carnisse 42

Heijplaat 44

Study support in Heijplaat 46

Oud-Charlois 48

Pendrecht 50

Pendrecht's One-Stop Shop 52

Pendrecht Information Centre and Live/Work Units 53

A Pendrecht resident ... 54

A15 zone / CityPorts Chance Card 56

Tarwewijk 58

Tackling Tarwewijk 60

Roffa 5314 60

Hidden encounters 61

Wielewaal 62

Zuidplein 64

Heart of Zuid Chance Card 66

Zuidwijk 68

'Wereld op Zuid' Community School 70

A Zuidwijk resident ... 72

Borough of Feijenoord 76

Afrikaanderwijk 78

Eat & Meet Chance Card 80

Bloemhof 82

Apprenticeship Centre and Residential Foyer 84

Ericaplein in Bloemhof 85

Feijenoord 86

Hillesluis 88

Riederbuurt Noord 90

Katendrecht 93

Excursion to Katendrecht 94

Museum Kaap Art 95

Different strokes for different folks 96

Kop van Zuid – Entrepot 98

Noordereiland 100

Vreewijk 102

Teamwork in Vreewijk 104

Borough of IJsselmonde 108

IJsselmonde in a nutshell 110

The Stadium Park Chance Card 112

Beverwaard 116

Groot-IJsselmonde 118

Rotterdam Care Boulevard Chance Card 120

Knowledge-sharing between organisations 121

Hordijkerveld: an in-depth study 122

Lombardijen 126

Spinoza Park and environs 128

Oud-IJsselmonde 130

Conclusion 132

The Web 132

Proposed priorities 133

Exploit the Chance Cards 133

Icons in Zuid 133

City of Students 133

Apprenticeships and jobs 133

Public space 134

Appendices: The methodological basis 135

Interactive area monitor 136

Comparison with the surroundings: Rijnmond 136

Key indicators 137

Average income levels 137

Public safety index 137

Neighbourhood satisfaction 137

WOZ value 137

Selective migration index 138

Social index 138

School drop-out rates 138

Conclusions regarding the indicators 139

Neighbourhood early warning systems 140

Kids Count 140

Explanatory notes for the web diagrams 141

Income 141

WOZ value 141

Public safety index 141

Neighbourhood satisfaction 141

Zuiderpark 142

Explanatory notes for the photographic materials 142

Literature 143

Nation-wide comparison: 'Vogelaar Neighbourhoods'
in the four major cities 144

Data on the Pact op Zuid compared with the Rest of
Rotterdam 146

Comparison of data on the three municipal boroughs 147

Data on the Pact op Zuid districts 148

■ INTRODUCTION





Living the good life in Rotterdam Zuid! This is what the Pact op Zuid aims to achieve within a decade. Many people are already happily living, working, socialising and recreating in Zuid, Rotterdam's post-war suburbs to the south of the River Maas, but the prosperity and social welfare in a city can never be considered independently of the social and physical structures, and in this regard there is still a lot to be achieved in Zuid: better schools, higher-quality public space, attractive squares, affordable housing, socially balanced neighbourhoods, increased participation and the better integration of residents. Experience has taught the Pact organisations that education, employment, participating in social intercourse and the quality of public space are profoundly interdependent in this arena.

Over the coming decade the Pact op Zuid will be investing an extra sum of €1 billion or more in Rotterdam Zuid. Woonstad, Woonbron, Vestia and Com•Wonen, the municipal boroughs of Charlois, Feijenoord and IJsselmonde, as well as the City of Rotterdam and national government will be investing substantial sums of money to help people get ahead and to improve the quality of Rotterdam Zuid. Will this achieve the desired results? Researchers from the 'Growing Up in the City' Research Programme (Kenniskring Opgroeien in de Stad) at Rotterdam University (Hogeschool Rotterdam) will be monitoring the effects of Pact op Zuid.

New construction in Bloemhof.

In doing this we maintain an open visor. We are looking for rays of hope: are there indications that Zuid is indeed making headway? If so, at what speed and along which lines are they travelling? We also pinpoint the threats and investigate where things are stagnating. Our findings are reported in this first guidebook.

You will undoubtedly realise that this is not a guidebook intended to entice tourists to visit the city in the traditional sense. Here we are presenting a journey through statistical data that might be useful to propelling forward and sharpening up government policy and activities. It is a journey of numbers and statistics, a visual journey leading past districts and neighbourhoods, a voyage through the experiences of professionals and local residents.

The guidebook serves as a monitor to help administrators steer and manage the Pact: to work more effectively and more efficiently. How far have they travelled towards the realisation of the goals? Are they doing the right things well? What are they learning from successes and from mistakes? This monitor underpins the integral and shared learning processes of the various organisations involved in the Pact by studying them critically.

Within the Pact op Zuid we are aware that one can achieve much more together than when operating autonomously, though teamwork is sometimes difficult. Learning from each other can be troublesome, since some people and agencies are not open to it. The exploitation of expertise regarding effective working methods and good models requires organisations to possess a certain ability to adapt.

We were asked to devise a simple but clear-cut instrument to provide insight into the effects. We have opted for a combination of photographic material, personal narratives and statistical data. Slot these together and you gain a more complete picture of Zuid.

We cannot address everything in this guidebook, so we have focused primarily on stories of success and failure, about projects, businesspeople and organisations collaborating for the first time, about administrators, directors of government departments and, most especially, about the area's residents. This option was chosen in order to be able to steer the process as effectively as possible and to learn as much as possible from each other about what makes the Pact op Zuid and its *modus operandi* so special.



A new-build house in Hordijkerveld.



· *Key to the web diagrams and the statistics*

Each web presents the scores for four aspects, namely income, public safety, average house values and neighbourhood satisfaction. The data refer to 2006 or earlier. The 'Rest of Rotterdam' is represented in each web as the benchmark (index=100%). The reader can then see at a glance whether the averages for the neighbourhood in question deviate positively or negatively. The data for each district is listed in the appendices towards the rear of the guidebook.

The data and trends presented in this guidebook relate to the period prior to the launch of the Pact and can therefore be called a baseline. For some districts a direction of development that was underway prior to the launch of the Pact is indicated: improving, stable, worsening slightly or increasing in the years prior to the Pact. One should be duly circumspect in the interpretation of such trends; we can at best give only tentative indications of such trends.

Renovation of Panorama Dillenburg in Feijenoord.



· *We would like to express our thanks to*

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Preparations for construction of the 'Care Boulevard' in Lombardijen.



■ PACT OP ZUID: THE ESSENCE

What is the Pact op Zuid? In the Pact op Zuid, eight Rotterdam-based partners have joined forces to improve the quality of life in Rotterdam Zuid. No minor task!

The Pact is serving as an inspiration to Ella Vogelaar, the Minister for Housing, Communities and Integration (Wonen, Wijken en Integratie, or WWI), in her 'Wonderful Neighbourhoods' urban renewal policy (urban priority areas that are also referred to as 'WWI Neighbourhoods'). The Pact is putting into practice what she is preaching: bundling public- and private-sector resources, exploiting synergy in the working cultures of the collaborating agencies and deploying expertise about innovation for the urban renewal task, in which Rotterdam's higher education institutions are serving as the Pact's partners.

The Pact capitalises on the demand for more spacious and higher quality ground-access housing set in an attractive public space with optimal amenities. The partners are building 'community schools' and multifunctional facilities. They are exploiting Zuid's strengths: the urban atmosphere, the magnificent port architecture, water and space. This generates opportunities that competing urban districts cannot offer. Housing associations are contributing the lion's share of the investment: Woonstad, Woonbron, Vestia and Com•Wonen are investing substantial sums, since their vested interests are great; they are confident that others will follow their lead.

Re-profiling the public space in Afrikaanderwijk.

Besides government agencies and housing associations it is the businesspeople and residents who are taking up the gauntlet and investing. In this regard the Pact is a programme that typifies the Rotterdam mentality: roll up your sleeves, cut the bull and get down to work. The Pact is the most progressive urban renewal project that the Netherlands has to offer.

The effect that the partners are quietly hoping for is 'gentrification'. This is the sum total of the steps that citizens take when they start to invest in the houses, businesses and social capital in a neighbourhood. People's readiness to invest depends on the area's image: people's faith in the locality and their confidence in one another. Though it is a delicate process, social confidence can indeed be spurred on.

According to Pieter Tordoir, Professor of Economic Geography at the University of Amsterdam (UvA), education is a critical factor in integral neighbourhood regeneration. Schools are a binding element in the social

web of district regeneration. If job opportunities and training are made to dovetail in an urban area, then residents and entrepreneurs can achieve a great deal. Over recent decades, however, Dutch cities have been allowing this to slip. The presence of vocational training institutions has an indirectly positive impact on the area. Children see them every day: 'I'm going to go and study here ... and then I'm going to work there.'

Domestic life, working and learning are the Pact's most important ingredients, alongside public safety and culture. Rotterdam Zuid is making a U-turn. With the 'Norm Jeugd op Zuid' (Youth in South Norm), youngsters are being presented with better educational opportunities. This is a partnership of institutions involved in secondary education and vocational training together with housing associations, borough councils and the City of Rotterdam to boost the employment prospects and promote a healthy lifestyle for youngsters.



• Teamwork

The administrators and managers who are cooperating within the Pact have opted for strong embedding within the boroughs. Collaboration within the district or neighbourhood needs to be optimal: as close as possible to the citizens. This simplifies communications and PR. Teamwork means that partners in the district meet, know and understand each other, and that they are engaged with the area. This also propagates effective knowledge-sharing in the field. Cooperating and sharing expertise is simple in theory, but in practice it turns out to be fairly complicated for organisations to cooperate effectively, since each organisation has a separate brief. In the Pact they have agreed a shared, overarching task: improve the quality of life in Rotterdam Zuid. A clear-cut mandate has now been formulated, though during the first year of the Pact that clarity was still lacking. A good organisational structure is an important precondition for the success of such a Pact, though it is not sufficient in and of itself. It is noteworthy that the interpersonal factor functions well among the current group of managers in the Pact. They know the field well and have won their spurs. They are motivated and as working partners they often know each other personally, a great plus that is used to best advantage.

Working together to build a community school.



· *For the benefit of residents and businesspeople*

The collective principle is that the residents and businesspeople in Zuid must notice progress. Effective communication of the results with residents and entrepreneurs ensures the engagement of these groups. If they feel they are partners in the Pact then it will accrue in strength and focus. They can help make the Pact workable and noticeable. Is the approach having any success? What do you notice of it on the streets? What is going well and what is still going wrong? This has implications for the monitoring process. It was decided to provide local residents and businesspeople with feedback on the data and analyses of the Pact's impact in so-called 'district analyses', in which we explore the outcomes and their root causes. We consult them about the effective components of the Pact, giving them an opportunity to speak their minds and exercise some influence.

Re-profiling the Pretorialaan in Afrikaanderwijk.





· *Steersmanship: prevent stagnation, make choices*

When results and effects fail to emerge, people's enthusiasm wanes. When steering a complex programme like the Pact you have to dare to bring problems to a head without hesitation. Failing to do this means that problems remain hidden for too long, resulting in stagnation. In the Pact, managers learn to shift to a higher decision-making level promptly if the process is threatening to stagnate. Problems are raised without delay, forcing the taking of strategic decisions. The agreements are then translated back to the level of tactical implementation. Learning from exemplary projects should accelerate the achievement of results. The better one manages this game, the more effective it is. It does, however, demand a good deal of courage to raise issues with one's manager in a timely manner.



• Knowledge-sharing

According to Michel Callon *et al.* (1992), the circulation of knowledge boosts cooperation between the various parties. Especially in large-scale and complex projects this is well-nigh indispensable. Within the Pact op Zuid, Rotterdam's partners combine their strengths. Taking advantage of the synergy in the working cultures of the collaborating agencies is not so simple in practice. Equally complex is the injection of expertise into neighbourhood-centric working practices. A fine example of collaboration involving a high level of knowledge-sharing is the 'Afrikaanderwijk Youngsters' pilot project. Launched in February 2007 on the initiative of the Youth, Education and Society Department (Dienst Jeugd, Onderwijs en Samenleving, or JOS) and Feijenoord Borough Council, the goal of this project is to offer young people from the neighbourhood better prospects for the future. It brings youngsters into con-

tact with the world of sport and the world of the port. Its organisation requires a great coordinative effort and the sharing of information. Intensive collaboration is necessary for the proper local provision of sport, education and employment.

At the inaugural meeting on 13 November 2007, Feyenoord Rotterdam football club, Rotterdam Sportsupport, ROC Zadkine vocational college and InHolland University, the Port of Rotterdam Authority and businesses such as Deltalinqs, EIC, Vestia and RadarUitvoering made each other's acquaintance and jointly hammered out the concept. A non-hierarchical structure was adopted to facilitate plenty of intercommunication. The shared ambition was established. The JOS is providing ICT experts on secondment to Feijenoord Borough Council to carry out the day-to-day coordination.

Re-profiling the streets in Groot-IJsselmonde calls for some agile pedestrian manoeuvring (left).

Watching Feyenoord's football heroes (right).





· *Businesspeople*

Large, privately owned businesses are also keen to participate in the Pact, as exemplified by the multinational Pro Delta enterprise. This company is working together with Rotterdam University and the Pact op Zuid platform to help students in the lower secondary professional stream (VMBO) gain a diploma at the highest possible level. It is initially being tackled on a small scale: at Sandelingstraat 80, an Apprenticeship Centre has been established where students from Rotterdam University supervise VMBO students as they do their homework and in their choice of further study. Each of the organisations involved is investing in the programme, but Pro Delta has assumed responsibility for 75% of the costs. It is a fine example of the Pact's 'follow-the-leader' formula, of which the active commitment of the Rotterdam branch of the Dura Vermeer construction company in relation to the properties being renovated in the Leren Bouwen (Learn to Build) programme provides another fine example.



Work continues apace in Zuid.



• Monitoring

The Pact makes exacting demands with regard to an astute monitoring of progress. On the basis of various indicators, such as the average income, WOZ value per m2, school drop-out rates, public safety and neighbourhood satisfaction, Zuid scores far below the Rotterdam average. The aim is to level out these scores, at least, which is ambitious. A comparison with other cities can be found in the appendix.

The available data is based on averages. Neighbourhoods change. Deprived neighbourhoods with a one-sided housing stock have a population that is particularly fast-changing: those who start to earn more tend to leave, and people on a tight budget replace them. No apparent progress could therefore signify all manner of things.

Statistics offer only a partial picture. This was recently reiterated in a study about eight years of urban regeneration in the Rotterdam borough of Hoogvliet by Jan Willem Duyvendak, Professor of Sociology at the University of Amsterdam (UvA). Despite every effort, the objective indicators have barely improved – if at all – yet the subjective perception is that conditions in the district have indeed improved. For this monitor we investigate trends in neighbourhood satisfaction using statistics, personal narratives and photos.

Bound for school via the Zuidplein.

We are also monitoring whether selective migration is declining systematically. Lastly, what effects are the residents actually noticing? Residents can see the outcomes – or their failure to appear – on a day-to-day basis. What they see is easy to capture in photos. The residents themselves can report what they are noticing, what exactly does or does not work. Why do they think the social climate has improved or not? Are the effects shown by the data a true reflection of reality? At which spots in the district are people moving away? Are they voting with their feet? Is this reflected in the neighbourhood satisfaction in the vicinity of problem blocks? Are the best professionals working in the districts where the greatest challenges lie? Are they sharing knowledge and expertise effectively? Do they cooperate well within the social welfare chain? The concept of ‘reflection in action’ (Schön 1983) applies for this type of monitoring. What are the partners learning from each other? Where do the obstacles lie? How does one eradicate them? Where is the synergy between the various administrators and how can this be exploited to best advantage? Where do the governmental pitfalls and sticking-points lie? The answers to these questions should be an aid to making the cooperative platform increasingly efficient. Proper monitoring requires more than dry statistics.

In this guidebook we report our findings on the whole Pact op Zuid area, subdivided by borough and by district. We sometimes focus on a particular neighbourhood or an intriguing local project. Sometimes such a project has direct ties with Pact op Zuid; sometimes it is a private initiative. The monitor keeps a finger on the

pulse and also provides insights in a visual form relating to the task that administrators, residents and professionals face and are working on together. This is illustrated by the photos in this guidebook. In addition, we make a comparison with the rest of Rotterdam and with the ‘Vogelaar Neighbourhoods’, some 40 ‘urban priority areas’ in the major Dutch cities of Amsterdam, The Hague, Rotterdam and Utrecht (see the appendix). The intention is to update this guidebook annually. The explanation of the methodology employed and the indicators can be found in the appendices.



A balcony in Katendrecht.

• *Visual materials*

Zuid is an exciting destination, an ideal place for you to live, work and conduct business. Besides the statistics, this guidebook offers a range of perspectives for anyone who wants to establish themselves here (temporarily or otherwise), has ambitions to achieve something, to establish contacts or to take advantage of the social, economic and cultural resources: the viewpoint of the scientist who pores over the facts in the form of numerical data, and the viewpoint of the administrator who focuses on strategic operations. And, of course, the viewpoints of residents and businesspeople that reveal the emotions of everyday life. We interlink these sources. An example: if the statistics show that it is relatively safe in IJsselmonde, you must also be able to capture that with a camera and hear it resonate in the personal stories of the residents. If these elements are combined it provides a more complete picture of everyday life and progress in the city. This is sometimes referred to as 'thick description' (Geertz 1973). Photos are ideal for conveying a sense of the vitality there, what is important to people and what is actually going on.

A house in the Beijerlandsestraat, Hillesluis. The property was purchased by the City of Rotterdam and is being renovated by students from ROC Zadkine college, under the watchful eye of a building contractor from Dura Vermeer.



· *The journey*

Most guidebooks cover the highlights of a city or a region, as does this one. It does not paint a complete picture of the task facing the Pact op Zuid, but sketches an outline of the initial situation, the baseline, in relation to the ultimate goals. As the authors of this guidebook we have spent plenty of time walking and cycling around in Zuid. We have taken a thorough look and made a considered selection.

It would be impossible to go everywhere and see everything. It is, however, possible to present all the important aspects of the residential and social qualities in a systematic manner. We sometimes encountered ambitious projects, we sometimes visited organisations and we sometimes visited people at their home or place of business. We have combined the facts and perceptions that people have described, combining them with images, stories and data that are relevant and topical. The overall picture must be intelligible for administrators and residents as well as for professionals. Councillors must be able to steer policy on this basis. Professionals must be equipped to perform ever better in their work, with residents noticing that and sharing their 'street awareness' with us. The guidebook endeavours to interconnect the various actors.

Each reader chooses his or her own routes and destinations, selects what he or she wishes to see or ignore. In such a short time it is impossible to provide a complete picture of the whole of Zuid; it is therefore the reader who selects. This guidebook is intended to allow the



The future moorings for the S.S. Rotterdam.

reader to make an assessment of the greatest opportunities and threats for Zuid. The reader is presented with the concrete tasks, ascertains what he himself can do, and above all learns what he ought to avoid. Just like a real guidebook, this guide helps readers to find their way in familiar or unfamiliar surroundings.

The key words in this edition of the guidebook are: selectiveness, perseverance and passion. The urban task is too big and too complex to be able to tackle everything at once. It continues to be a question of taking small steps and making gradual progress with each one. It is just like bringing up a youngster: slowly but surely. You cannot teach a baby to eat with a knife and fork. A child learns from the guidance of adults: in small doses, every day, consistently, and in step with the child's phase of development, with patience and with an ability to see the rays of hope, to recognise progress and to turn the magnifying glass on that. This requires a few years of input. A child aged four with the linguistic ability of a child aged two and a half is deserving of every effort in order to prevent the gap becoming even greater. In a decade that child will be 14 years old. I am curious what the outcome will be. For this child the Pact may well turn out to be needed for much longer.



It's business as usual during renovations! The collaborating partners want to persevere with the Pact for the long term, even if the positive effects cannot be demonstrated immediately and even if the statistical data seem to indicate a lack of progress for the time being. As long as they believe in it, the Pact will continue to exist and is needed.

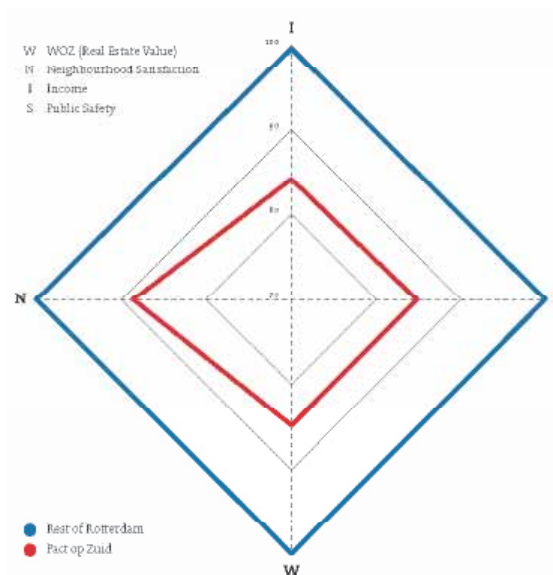
There is a great deal to be done on many fronts simultaneously: creating more job opportunities, better education, better housing, beautiful public space, attractive homes, pleasant people. On the following pages we show the rays of hope in this process, the redeeming features in the streets, residential blocks, homes and domestic interiors. Join us on a journey through life in Zuid!

Motorstraat and environs. The junkies who often hang out here remain invisible behind the bricked-up façades. The resident below has been living in this street for 84 years and is proud of her home.

■ PACT OP ZUID: AN OVERVIEW

In the years immediately prior to the launch of the Pact op Zuid, the average income and neighbourhood satisfaction in the area did not change. There was already evidence of some progress in public safety and the value of housing. However, the 2006 index reveals that the public safety continues to trail almost one whole point behind the Rest of Rotterdam. In the ranking of the degree of child deprivation the situation has remained stable. Overall the trend is therefore positive, but it is not yet making up ground compared to the Rest of Rotterdam. You can read more about the scores in Appendix 2.

The 'Rest of Rotterdam' (the blue line) is adjusted to 100%, and by comparison the scores for the Pact op Zuid area (the orange line) trail between 10 and 15% behind. This is reflected in four characteristics: the local residents often have a low income, housing here is worth less per m², it is less safe to live in the area, and residents are less satisfied with their neighbourhood. The Pact op Zuid area (the boroughs of Charlois, IJsselmonde and Feijenoord) therefore has a low score in comparison with the Rest of Rotterdam.





The housing permit required in the context of the Rotterdam Act (Rotterdamwet) ensures that the influx of ‘underprivileged settlers’ is restricted in neighbourhoods that are contending with a ‘surfeit’ of socio-economic problems. Anyone who wants to move into social-sector rented housing in these neighbourhoods is subject to requirements concerning their source of income, which must be ‘income from work’. In practice this income requirement means that people whose income is derived from social security benefits (whether social security, unemployment benefit or invalidity benefit) are ineligible for a housing permit in these districts. They are, however, eligible for a housing permit in other districts.

Residents and professionals note that over the last year there has been a great influx of residents from Central and Eastern European countries. They usually move into irregular lodgings (without a permit) in Oud-Charlois, Carnisse, Tarwewijk and Hillesluis, but also in other districts in the Pact area. This development is a threat to the liveability in these neighbourhoods.

	PACT OP ZUID	REST OF ROTTERDAM
Outflow	1335	1465
Influx	1094	1210

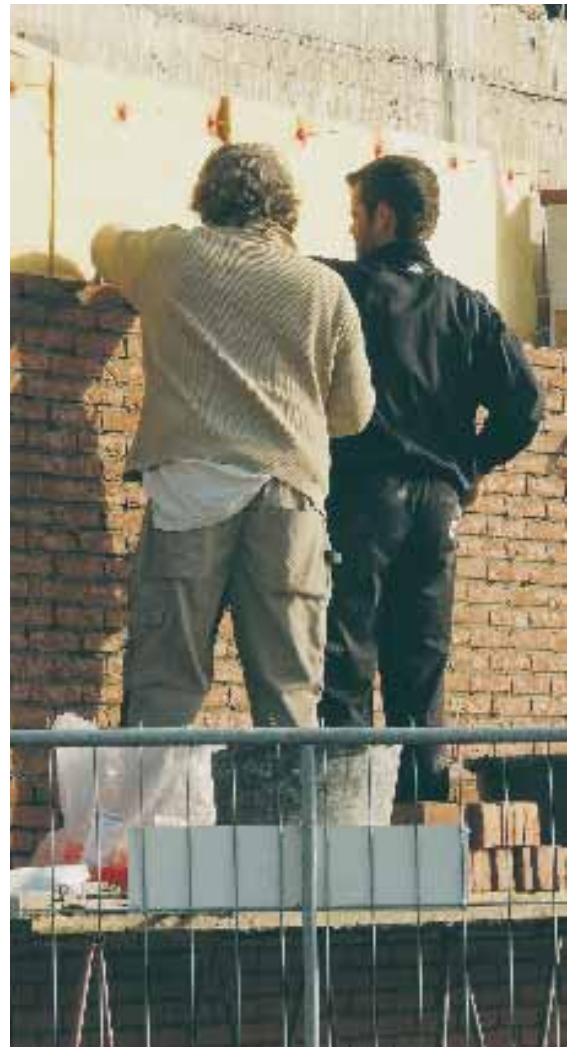


Life on the street in Katendrecht (above).
New construction in Katendrecht (facing page).

The table presents the data on the influx and outflow of underprivileged people.

The table shows that, around the time of the introduction of the Pact, the differences between the Pact op Zuid and the Rest of Rotterdam with regard to the influx and outflow of underprivileged people were minimal: the relative percentage of underprivileged people moving away compared to the influx of underprivileged settlers is slightly higher in the Pact op Zuid area. 28 en 30

A brief description of the definitions: an underprivileged leaver was living in the area on 1 January 2006 but no longer resided there on 1 January 2007. An underprivileged settler is someone who did not live in the area on 1 January 2006 but was living there on 1 January 2007.



· *Big differences*

There are evidently big differences between the districts. On the basis of the four characteristics in the web, Tarwewijk, Pendrecht, Hillesluis, Carnisse and Bloemhof are currently in the least favourable position (see the top section of the table). Noordereiland, Kop van Zuid - Entrepot and Oud-IJsselmonde, by contrast, are in the best position (see the lower section of the table). These districts score even better than the average for the Rest of Rotterdam (i.e. outside the Pact area). That result is also clearly reflected in the web for these districts found further on in this guidebook. This ranking of districts is, for that matter, recognised by many commentators and considered plausible.

DISTRICT	INTER-COMPARISON
Tarwewijk	-34
Pendrecht	-30
Hillesluis	-25
Carnisse	-22
Bloemhof	-20
Afrikaanderwijk	-19
Katendrecht	-18
Borough of	
Charlois	-17
Zuidplein	-14
Oud-Charlois	-11
Feijenoord	-9
Borough of	
Feijenoord	-4
Pact op Zuid	-2
Zuidwijk	-2
	0
Vreewijk	8
Lombardijen	10
Wielewaal	11
Groot-IJsselmonde	11
Beverwaard	14
Borough of	
IJsselmonde	18
Heijplaat	23
Rest of Rotterdam	29
Noordereiland	31
Kop van Zuid -	
Entrepot	48
Oud-IJsselmonde	74



The comparative scores are presented in the table on the left-hand page: from -34 to 74. This makes it easy to compare the districts at a glance. There is a baseline, what statisticians might call the ‘zero point’ or ‘benchmark’. Districts above this baseline are scoring better than average in terms of income, public safety, house values and neighbourhood satisfaction. The districts below it are performing below average.

• *Chance Cards*

There are five locations that play a pivotal role in the development of Zuid and the region: the chance cards. These are local developments that present opportunities for the economic, physical and social growth of Zuid. With the chance card, the trick is to couple economic growth and new amenities with opportunities for residents and businesspeople in Zuid. For example, by conjoining a sports-focused education with the development of the Stadium Park, or coupling music, dance and theatre courses with the Heart of Zuid entertainment area. The effect can be amplified by establishing enticing apprenticeships and training local residents for the new jobs that the chance cards will offer in the future. The chance cards play an important part in the employment opportunities for Zuid's residents and for the attraction and retention of middle-income groups. It is no coincidence that most of the chance cards are designated as 'VIP zones' in the *Rotterdam Urban Vision (Stadsvisie Rotterdam)* spatial development strategy.

In 2007, the Pact and the City Council chose to begin tackling two of the chance cards: the Heart of Zuid and the Stadium Park. The Eat & Meet and Rotterdam Care Boulevard chance cards are earmarked to commence in 2008, while the A15 zone is scheduled for 2009.

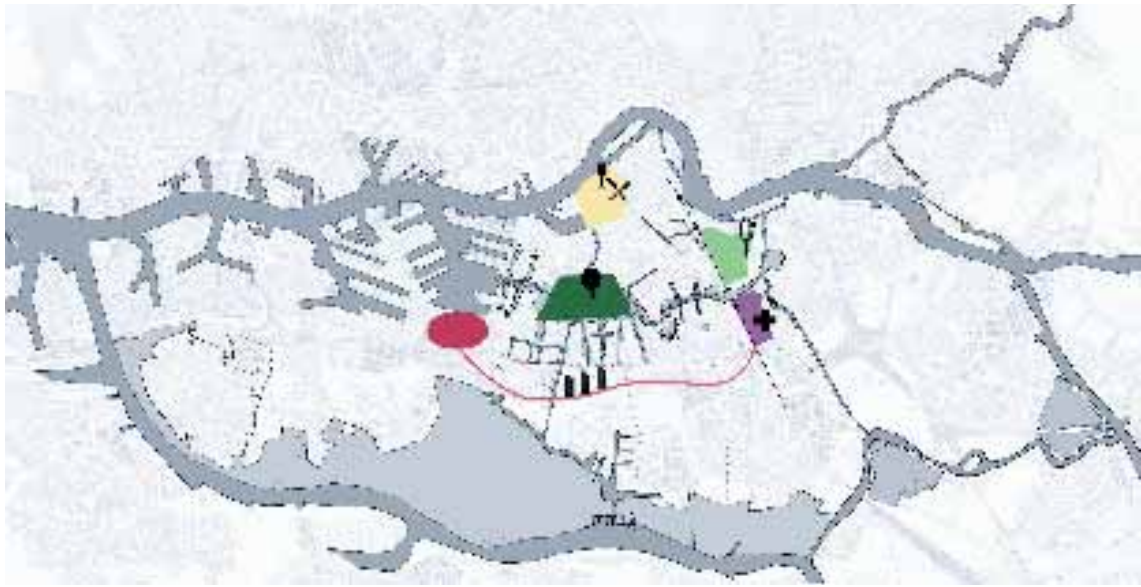
The chance cards are also crowd-pullers that put Rotterdam Zuid on the map. These major projects enhance Rotterdam Zuid's image.

To give an impression of the employment opportunities these chance cards represent:

- Heart of Zuid: 10,000 jobs, new and existing

- Rotterdam Care Boulevard: 5,000 jobs, new and existing
- Stadium Park: 1,500 extra jobs
- Eat & Meet, including Kop van Zuid: 10,000 jobs, existing





On the map you can see where the chance cards are situated. (Source: dS+V)



· Empowerment Zones

Entrepreneurs who want to start a business in Feijenoord or Charlois can apply to have half their investment subsidised, up to a sum of €100,000. Four-hundred applications have been granted and 200 rejected.

The Lounge Restaurant Obba on the boundary of the Kop van Zuid and Feijenoord opened its doors in April 2007 with the aid of a subsidy. A meal in this Ottoman nomads' tent is a veritable experience. The view is spectacular, a wonderful vista across the port.



André de Groot, a project manager for the Rotterdam Development Corporation (Ontwikkelingsbedrijf Rotterdam, or OBR) is pleased with the results of this empowerment zone. 'It provides the little shove that people need in order to venture to invest,' he says.

The public space in these neighbourhoods must still be improved considerably, and the spending power of consumers must rise further. It is not always a success: Café/Restaurant 't Gemaal has already had to be re-floated after going into liquidation.

The Maas Silo is being transformed into a Creative Factory (see the photos) where entrepreneurs in the creative sector can rent workspace. These entrepreneurs are expected to spur each other on and undertake enterprising ventures. Together they constitute a gravitational force that acts on other innovative entrepreneurs in Rotterdam (and environs).



Marcel Bayer, editor-in-chief of the *Ruimtelijke Ontwikkeling Magazine* (Spatial Development Magazine) and a lecturer in journalism, has been visiting Rotterdam Zuid for 15 years, where he also takes his students on guided tours. Bayer is seeing progress in Zuid. The historic districts in Zuid, around the diamond defined by Laan op Zuid, Dortselaan, Strevelsweg, Putselaan and Beijerlandse laan/Groene Hilledijk, are becoming more interesting for investors. *'At street level, small businesses are already busy making their shops more attractive. You see landlords smartening up their properties. In October 2006 there was no evidence of this. People are starting to have fun again: they can see a future.'* There are also plenty of things happening around Zuidplein, where there are great opportunities. *'For the first time you can see people from various sectors consulting with each other. Until the Pact was introduced they didn't appreciate their shared interests. People running their own businesses, whether a fitness centre, restaurant or shop, hardly knew each other.'* Because the City of Rotterdam and the housing associations are working away on the large-scale improvement of public space, housing and amenities, this prompts people to get together in order to effect improvements on a small scale. It is certainly a challenge to hold on to and continue the ascending line; it requires intensive work. It means that borough councils and associations are actively collaborating on the streets every day. *'People who work for the Pact op Zuid, for a housing association or for the borough council now know each other, which wasn't the case a year or so ago.'*



Exclusive to Rotterdam: 'Kapsalon!' (Hairdressing Salon!) is a snack composed of fries covered with shoarma meat and bedecked with slices of cheese that is served with lashings of garlic sauce and sambal. It then goes into the oven before being served in a plastic dish and garnished with lettuce, tomato and cucumber. It is a typical Rotterdam recipe that was 'invented' by a Cape Verdean hairdresser. People have been reported to travel all the way from Maastricht to savour this dish, and it is rumoured that there is nothing better to conclude an evening on the town than a Kapsalon! This dish is, of course, available at the Zuidplein! This snackbar owner already has his hands full with orders at midday (see the photo).

Borough of Charlois

Carnisse

Heijplaat

Oud-Charlois

Pendrecht

Tarwewijk

Wielewaal

Zuidplein

Zuidwijk



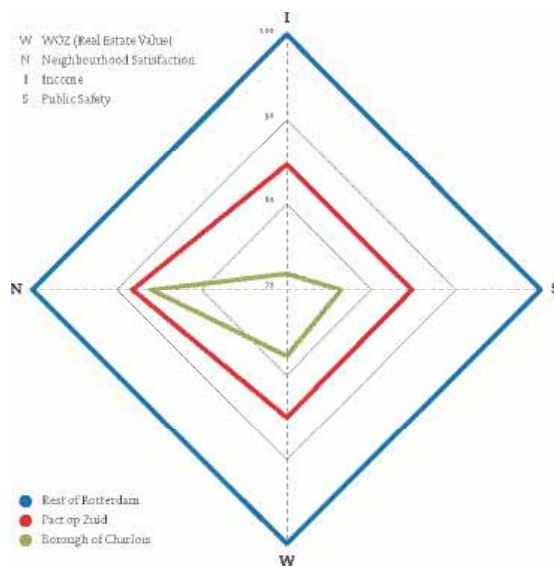
Pendrecht (upper series); Tarwewijk (middle series); Zuidplein (lower series).

■ BOROUGH OF CHARLOIS

The situation in Charlois was tentatively moving in a positive direction before the launch of the Pact. The WOZ value of homes per m² is appreciating more rapidly than in the Rest of Rotterdam. Over the last year Charlois has improved its position in the rankings of the seriousness of child deprivation. The borough has also made progress in the field of public safety over recent years, but the safety indices for 2005 and 2006 show it is still designated as 'at risk'. In recent years there has been no evident progress in average income or neighbourhood satisfaction. Apparently greater efforts are needed in these spheres for the work to come to fruition. The economic wherewithal of the area's residents remains weak. See Appendix 2 for further details.

Charlois has a lower score for the four characteristics in the web than the Pact op Zuid area and the Rest of Rotterdam. The scores are almost 25% lower than for the Rest of Rotterdam, with the exception of neighbourhood satisfaction, which is a good 10% lower.

We now know that, compared with Feijenoord and IJsselmonde, Charlois scores less well with regard to the seriousness of child deprivation, most especially in the districts of Pendrecht and Tarwewijk.



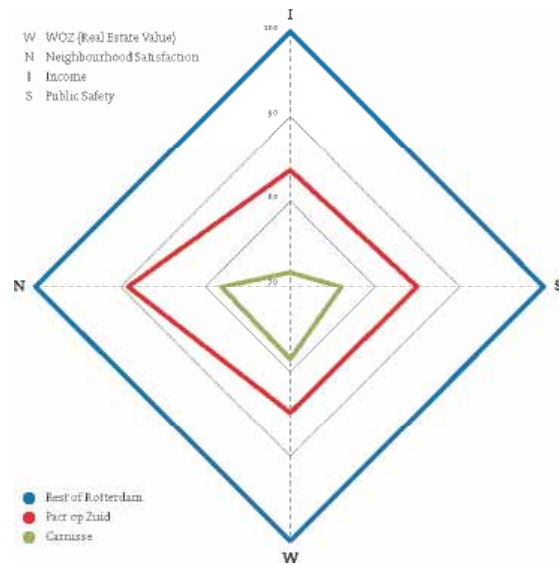


Map of the borough of Charlois

• Carnisse

Before the launch of the Pact op Zuid, the situation in Carnisse was not developing very favourably in the fields of public safety, neighbourhood satisfaction and the seriousness of child deprivation. The WOZ value per m² is, however, rising more swiftly than in Charlois, and above the average for the Pact area and the Rest of Rotterdam. Housing here in the neighbourhood has evidently become more desirable in recent years. The development in property values is comparable to that in Wielewaal, where there is also relatively cheap housing that is now appreciating in value. The proportion of low earners in the district is falling slightly. See Appendix 2 for further details.

Carnisse scores between 20 to almost 30% lower than the overall average in the Pact area. The number of low-income households in the district is especially striking. The district's position is average with regard to the seriousness of child deprivation.





· *Owner-occupied housing in Carnisse*

The number of owner-occupied dwellings in Zuid constitutes an important part of city's total housing stock and therefore fulfils a significant residential function. Districts with a large proportion of private ownership face a diversity of issues: inactive Homeowners' Associations (Verenigingen van Eigenaren, or VvEs), neighbourhoods with a social imbalance or overdue maintenance. Over the coming years the organisations involved in the Pact will be tackling more than 3,000 privately owned dwellings, and there will be considerable investment in public space.

Com•Wonen has adopted the Carnisse district, which is primarily composed of owner-occupied housing. Housing associations have therefore had a minimal presence there thus far. A great deal is about to change in this district, both physically and socially. Feijenoord Borough Council, Woonstad and the City of Rotterdam's dS+V are formulating a 'district vision' in consultation with the local residents and the relevant agencies.

There is an immediate call for physical renovation in Carnisse, because of the district's serious state of disrepair. Com•Wonen has therefore struck an agreement with the City Council to implement a thorough overhaul of the owner-occupied housing stock in Carnisse. The emphasis is on the VvEs, as many of them need support in order to carry out overdue maintenance and to ensure proper upkeep in the future. The residents are pivotal in this, the approach proceeding from the motto: 'Putting Carnisse back on the map – for, by and

with the residents.' It is important that residents know how to communicate with the housing association and vice versa. That is why Com•Wonen is opening a walk-in service point there this year, a place where residents can ask questions and seek advice. The association's staff will also be making home visits in order to determine what the residents feel is important. Working together on a neighbourhood to make it a pleasant living environment for everyone, now and in the future: for Com•Wonen that is 'Wijkkracht' – 'Neighbourhood Power'.

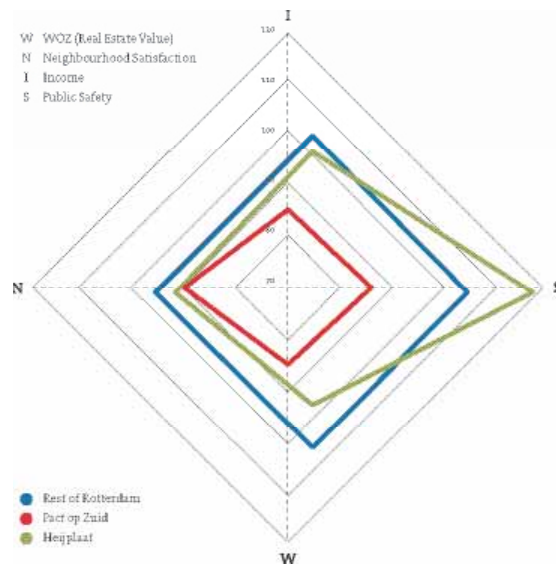
The Pact organisations will soon be implementing more projects in the social sphere. For example, Rotterdam City Council and the housing associations have made funding available to support resident initiatives and they have signed a covenant to appoint neighbourhood intermediaries in the district.



· Heijplaat

The situation in Heijplaat seems to be moving in a positive direction. The number of high incomes was growing slightly before the launch of the Pact. Neighbourhood satisfaction has also improved slightly. Compared with the rest of Rotterdam, Heijplaat is swiftly closing the gap with respect to average property values. Heijplaat is also classified as a 'safe' residential area. Concerning the seriousness of child deprivation, Heijplaat has climbed quite a few places in the rankings. This is because youth unemployment is falling there, as is the proportion of children growing up in underprivileged circumstances. The scores can be consulted in Appendix 2.

Heijplaat scores approximately 10% higher than the average in the Pact area. The good public safety score is particularly noteworthy. The value of housing in this district remains almost 10% below the Rotterdam average. This is possibly connected with the fact that in the event of an environmental disaster Heijplaat is an evacuation area.





· *Study support in Heijplaat*

'De Katrol fills a gap,' says Wim Hoogerbord of De Klaver primary school in Heijplaat. Since 2007, De Katrol has been providing extramural study support to its pupils who are growing up in a disadvantaged situation. The outcome? Enthusiastic teachers, pupils and parents.

Twice a week for three months, students in higher education provide support in reading and arithmetic to 3rd- and 4th-year pupils from the primary school at the children's homes. These students of social work, pedagogics, socio-pedagogical support, socio-cultural education and trainee primary school teachers organise 'moments of calm' at home. Other children from the family unit also join in. They discuss the importance of calm and structure with the parents, thus encouraging the study culture within the family. By clarifying the questions of parents in conversations and by being 'present' in the family situation on a weekly basis, a student facilitates the empowerment of the parents, along the lines of 'social presence theory'. The underpinning of this self-sufficiency takes place in conjunction with the work of the school. The students work under the supervision of a professional, highly experienced social worker, who is responsible for the placement and coaching of the students and for providing social support for the families, being alert to problems and collaborating with schools and social services.

Hoogerboord: *'Teachers notice that the children from their group who receive extra support benefit a great deal from the support. The home help offered is highly accessible; it is sim-*

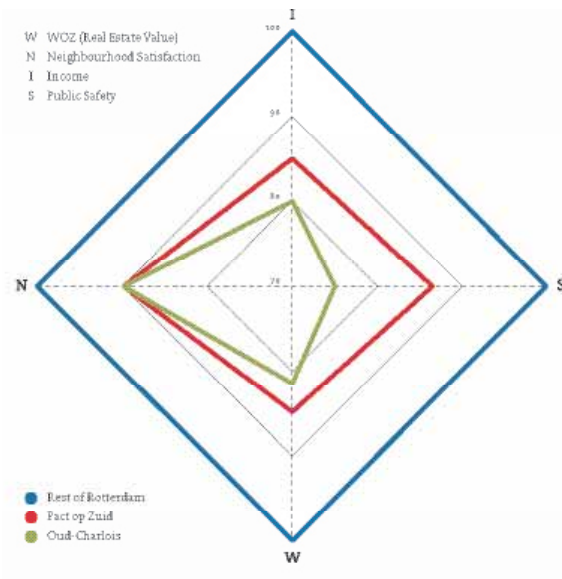
ple. The children receive extra attention for two hours a week and it is something they look forward to. They tell their teachers they have played a game or done their homework. Parents need no prompting to talk enthusiastically about their experiences with this "stranger" in their family: the reactions are positive without exception. For our school this means made-to-measure assistance: efficient and without unnecessary consultation or paperwork.'

De Katrol therefore has a presence within families and works in conjunction with parents to improve their children's school performance.

• *Oud-Charlois*

The situation in Oud-Charlois is improving. With regard to public safety the district is improving slightly, but it still has the status of 'at risk', which is evident from the safety index for 2005 and 2006. The WOZ value per m² is appreciating more rapidly than in the rest of Rotterdam, and in recent years headway has also been seen in neighbourhood satisfaction. In terms of income there are more middle-band earners in the district than a year earlier. Oud-Charlois has also climbed a few rungs on the ladder of the seriousness of child deprivation in these neighbourhoods. See Appendix 2 for the data.

Oud-Charlois has a score for neighbourhood satisfaction that precisely coincides with the average for the Pact area. The other relative scores are below average. Public safety in the district is perceived as 'threatening', with a score that is more than 25% lower than for the Rest of Rotterdam. However, in terms of the seriousness of child deprivation the district scores better than other districts in Charlois, almost matching the score for Heijlplaat.



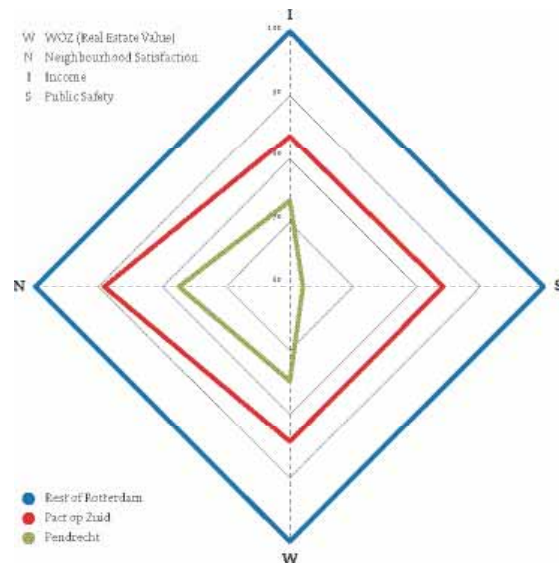
• *Pendrecht*

The public safety index is indicative of a problematic situation: no progress has been seen in recent years. There has been no rise in average income either. The rise in the WOZ value per m² matches the average across the Pact area. Neighbourhood satisfaction is stable. In the ranking of the seriousness of child deprivation the situation has worsened over the last year.

The physical restructuring is expected to provide a solution here. The photos opposite provide some idea of the speed at which Woonstad (de Nieuwe Unie) is tackling the physical restructuring. The top photo was taken in July 2007; the bottom photo was taken in January 2008. But at what tempo will the social restructuring of the district manage to mirror this physical process? The scores are presented in Appendix 2.

Pendrecht has the second lowest score of all the districts in the Pact op Zuid area. The averages lie almost a quarter to more than a third lower than in the rest of Rotterdam. Pendrecht has a particularly poor score for public safety.

With regard to the degree of child deprivation in these neighbourhoods the situation is unpropitious. In the ranking of 'Vogelaar Neighbourhoods' in the four major cities, Pendrecht has the lowest score.





· *The One-Stop Shop in Pendrecht*

Important for a properly functioning social infrastructure is that volunteers and professionals in the district collaborate, a goal achieved by means of the One-Stop Shop in Pendrecht. The Borough of Charlois has adopted the One-Stop Shop in Pendrecht as a model for first-line social support and advice (the *vraagwijzer* counters) in the eight districts. Workshops were held in Pendrecht based on the principle that knowing each other as people and as professionals, but also as organisations, is a prerequisite for fruitful cooperation. Those involved learn how they can complement each other, can discern where there are gaps in the assistance offered. They track down shortcomings and work on a balanced and integrated network of amenities and services. Holding workshops is an excellent means of establishing a chain-driven approach. The translation of the Pendrecht success formula for De Larenkamp community centre in Zuidwijk is being effected by Stichting Charlois Welzijn (Charlois Welfare Foundation) in conjunction with Charlois Borough Council and Rotterdam University. There are big differences in the visions and approaches of professionals and volunteer organisations in Zuidwijk. The volunteers in Zuidwijk have well-organised advisory clinics. The complexity of many requests for assistance means they also have to cooperate with highly trained professionals. How do you overcome the resistance between these parties? Much can be learned from the experiences in Pendrecht.



• *Pendrecht Information Centre and Live/Work Units*

The Pendrecht Information Centre (IHA) receives many clients of African origin. These are young families who depend on social security. They are tenants of the Nieuwe Unie housing association, which has now merged with Woonstad, and these families live within a compact area in a block of streets around Oldegaarde. The problems include acute debt problems and little awareness of the consequences of financial decisions. For example, people send money to their families back home instead of paying the rent and utility bills.

The Nieuwe Unie appointed Duco de Bruijn as the manager for 'Pendrecht Zet Door' (Pendrecht Perseveres) project. The experiences with management and delivery at the district level are positive.

The uptake of the newly built, owner-occupied live/work units was slow at first (with a price tag of €300,000), so it was decided to rent out the properties. Now the new inhabitants are satisfied with the accommodation and the social intercourse with neighbours, though the quality of the neighbourhood could still improve further.

The photos alongside give an impression of areas of the district where new construction has been completed and those areas still in their original state.



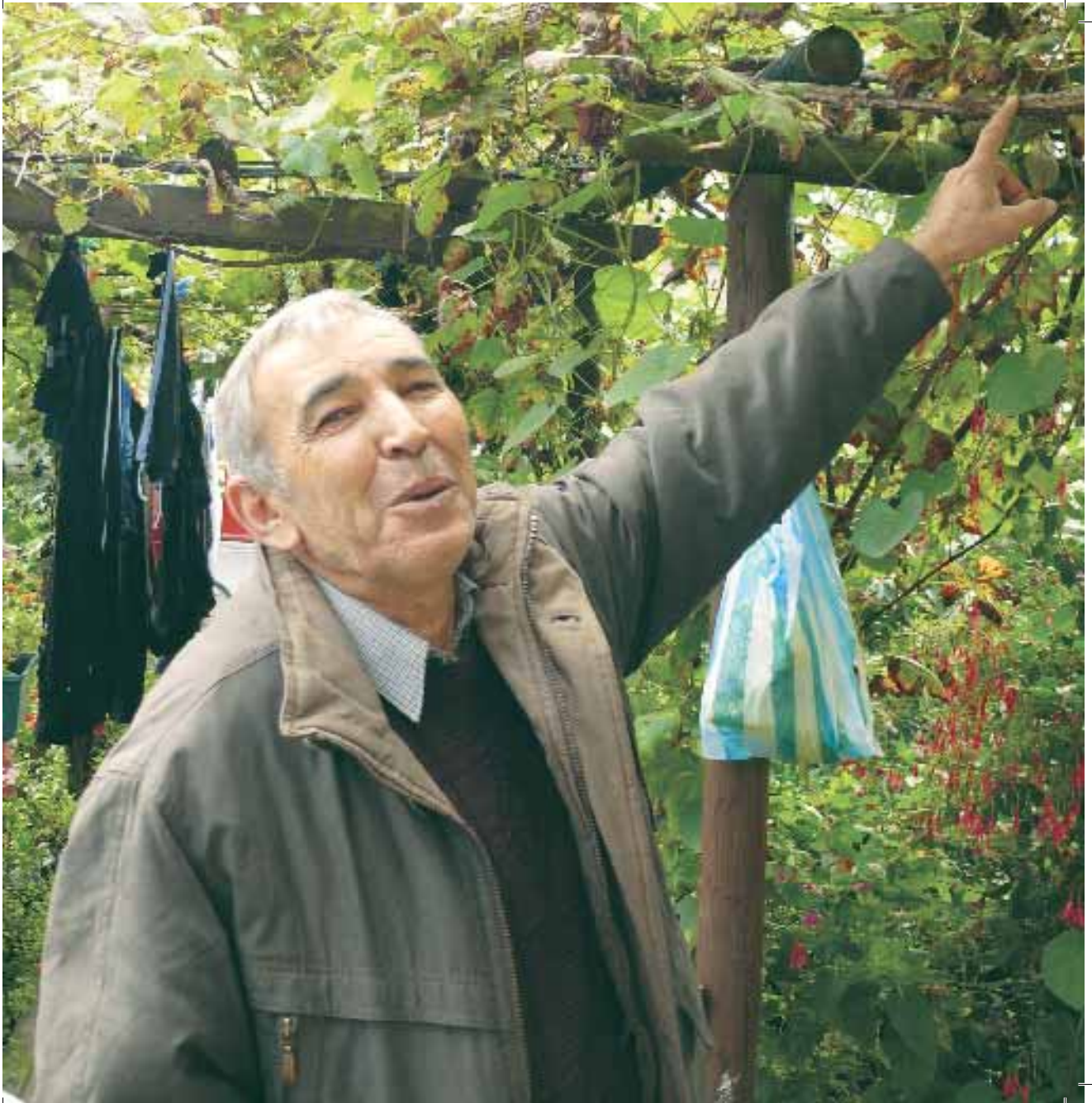
• *A Pendrecht resident ...*

'I'm retired now, I come from Turkey. I've been living here for a very long time, having come to Rotterdam in the 1970s for work. I know everyone here in the neighbourhood, except for the people who have come to live in the new development; I don't know anyone there; they're a different kind of people, after all. My children also live in Rotterdam and have children of their own. That's why I still live in the Netherlands.

'This is my grapevine (facing page), though this year it's not done so well, because it rained too much over the summer. That grapevine's beautiful, don't you think? It reminds me of Turkey, where grapes flourish everywhere, because the climate's different to here in the Netherlands. You can eat the grapes that grow there, but these ones are not so tasty – too acidic. They do attract plenty of birds, which is also nice.

'This is my street (top right). I just hope that I'll be allowed to stay living here – I don't know anything about the plans of the council or the landlord. I do know that those new houses are much more expensive, far too expensive for me in any case (middle photo). I would find it terrible to have to move. My garden gives me a lot of pleasure (bottom right).'





· *The A15 zone / CityPorts Chance Card*

The A15 zone extends across several boroughs, with a substantial part of the zone running alongside the district of Pendrecht. There are pioneers who have taken the initiative (see the photo on the facing page) to draw up an inventory of opportunities in the A15 zone. These opportunities lie in the domains of business activity, mobility and recreation, for inhabitants of Zuid as well as neighbouring municipalities. The feature of water could also be used to greater advantage. The Pact op Zuid is focusing on the development of the Waalhaven, the Ridderster business park, the 'city gateways' (including the Vaanplein) and the Groene Kruisplein, as well as recreational routes and ribbons of dike.

In the CityPorts (Stadshavens) area, the plans are aimed at facilitating interaction between the port, offices and businesses, living, working and learning. Reinforcing

the economy and improving the residential climate go hand in hand, the whole must become greater than the sum of its constituent parts. Alluring residential, commercial and educational environments in the port city of Rotterdam, a place where you truly feel the vitality of the ports.

This is illustrated in the photos below.

In 2008 a modest start was made on tackling the A15 zone. The exploitation of opportunities that will arise here later on was safeguarded by adopting a strategic approach vis-à-vis the eventual route for the widening of the A15 motorway, which is to be decided in mid 2008. This chance card will be exploited more intensively in 2009.





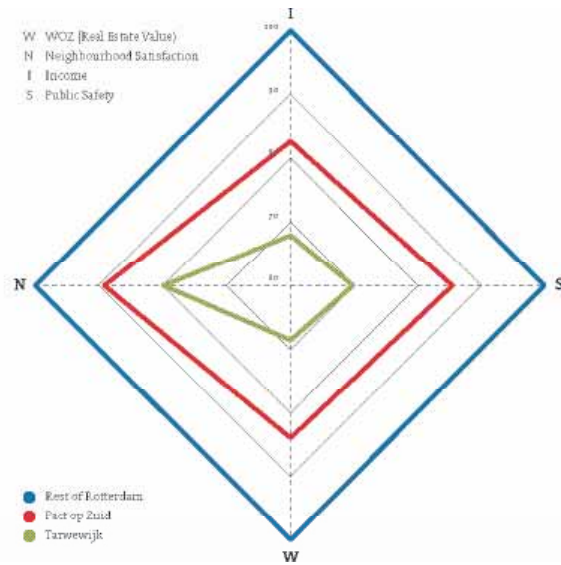
• *Tarwewijk*

Tarwewijk has the lowest score of all the districts in the Pact op Zuid area. The situation prior to the launch of the Pact was improving slowly. In that respect the many years of efforts outlined on the following page are now bearing fruit. In 2006 there was a marked improvement in public safety compared to previous years, but the situation is still the worst in the whole Pact op Zuid area. The rise in the value of housing between 2003 and 2005 was substantial. There has also been a small improvement in average income between 2005 and 2006, but the area's economic wherewithal remains weak. It is the only district in Charlois where neighbourhood satisfaction has declined slightly, from 68% to 65%. The scores are presented in Appendix 2.

The averages are more than 30% lower than in the rest of Rotterdam, while neighbourhood satisfaction is 20% lower. The level of public safety is categorised as 'at risk'.

The WOZ value of housing per m² is the lowest in the whole Pact area.

In the ranking of the degree of child deprivation, Tarwewijk ranks below Pendrecht as the worst district in the whole Pact area (Appendix 2).





• *Tackling Tarwewijk*

Over the last decade, Tarwewijk has been truly grappling with its problems. At the time of the City Council's study into housing in Rotterdam in the 1990s there was a high level of fraudulent letting practices, drug dealing and crime in the district. This was concentrated in, for example, the Millinxbuurt, a neighbourhood that was avoided even by the police in those days. The neighbourhood was renowned nationwide as a 'no-go area', one of the worst in the Netherlands, prompting the launch of a multi-pronged action plan. A start was made with an integral public safety initiative in 2002. The results of many years of effort are now becoming evident.

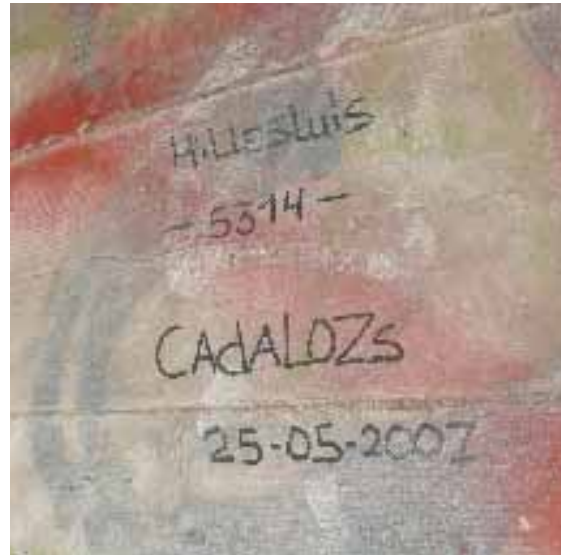
Hundreds more homes will be renovated over the coming years, some 300 new owner-occupied dwellings are to be built, and there will be a greater variation in housing types. Furthermore, a whole raft of social measures is being implemented, such as resident participation, bolstering up the Community School and the 'Educational Opportunities' zone.

• *Roffa 5314*

The Rotterdam Historical Museum is conducting a survey of youth culture in Zuid. Young people were invited to the Maas Silo, where they collaborated on the production of a free magazine: *Roffa 5314*. This is a reference to the public transport zone around the Afrikaanderplein, from Slinge through to the Wilhelmina Pier.

The youth culture found in 'Zone 5314' is highly diverse in terms of ethnic backgrounds, it is fresh, and it ex-

udes pride in Rotterdam Zuid. A whole mosaic of cultures is emerging among the 25,000 youngsters aged between 13 and 22 years who live here.



• *Hidden encounters*

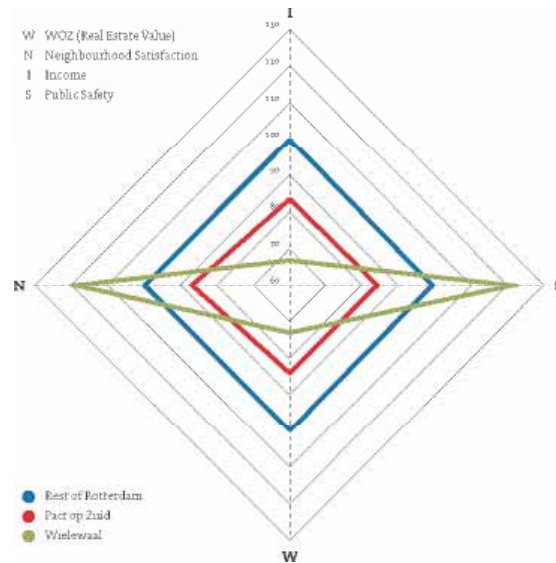
The Maas Silo precincts are still a 'no-go area'. For local youths it is an ideal place to meet each other. To the right, on the quayside where the ships used to load and unload, there is a covered spot. This is accessed via a steel staircase, and if you park your car at the top you can even listen to your favourite music. And there's a wonderful view! Rotterdam's Turkish, Moroccan and Pakistani youngsters, male as well as female, congregate here, whether for a good chat, to polish up the car or to share stories about experiences at work, school and home. We chatted with them and it was fine if we took photos, but they preferred not to be identifiable in the photo. People have spray-painted murals at this hangout and the panorama is fantastic! Protected from the elements you stand just above the water and you can gaze out across the port.

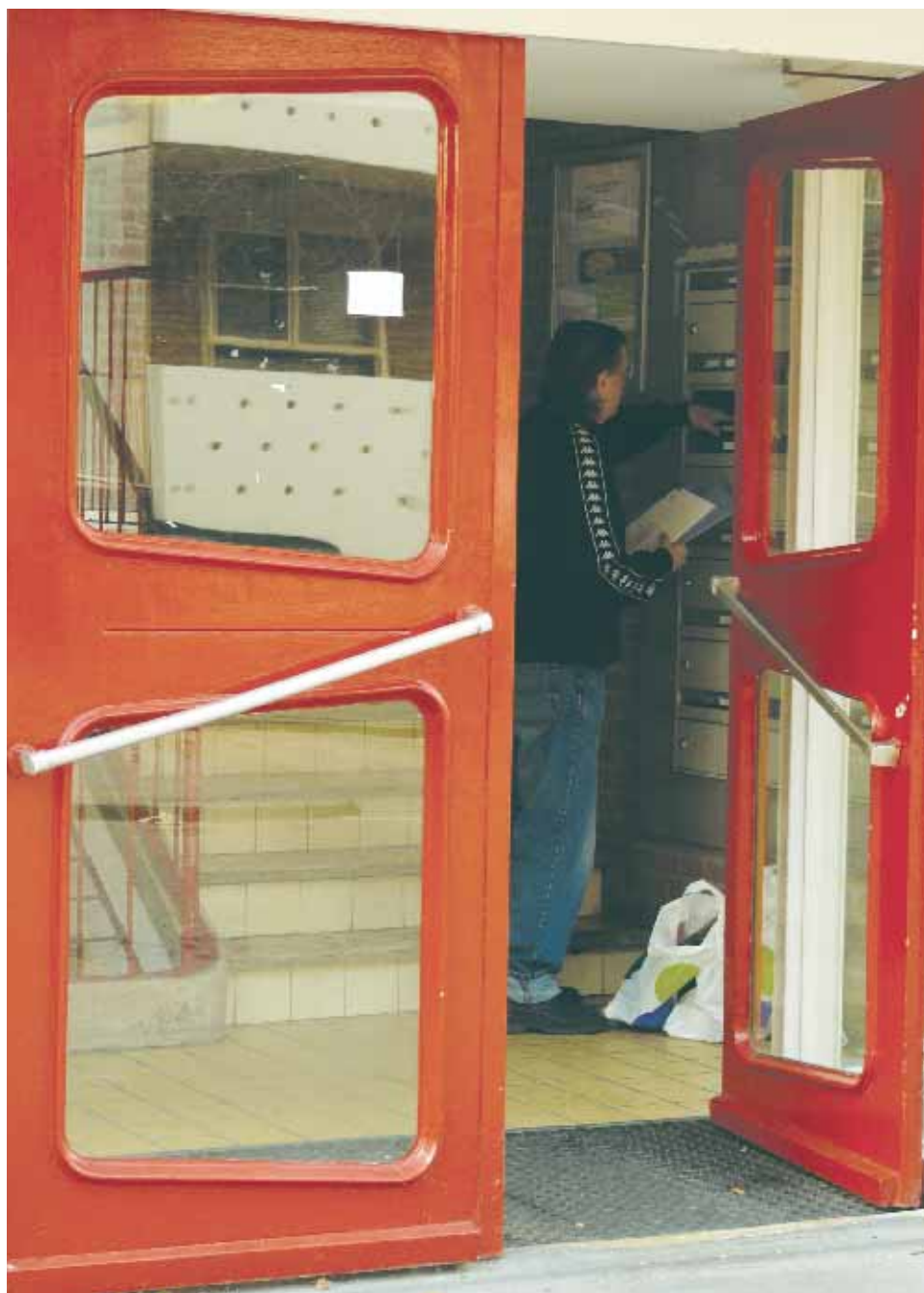


• **Wielewaal**

Neighbourhood satisfaction and public safety have improved further in Wielewaal over the previous year. The district has the highest score in Charlois for these indicators and also scores higher than the average for the Rest of Rotterdam. The percentage of low-earners in the district remains high. In the ranking of the seriousness of child deprivation, Wielewaal has over the last year retained the most favourable position. The scores are presented in Appendix 2.

The figures for Wielewaal are striking. It is obvious that a neighbourhood such as Wielewaal scores high on neighbourhood satisfaction and public safety, while the WOZ value and income trail far behind the average. The neighbourhood is both renowned and infamous for this reason. It is not a 'wealthy' neighbourhood, but it boasts an extraordinarily high degree of social cohesion.



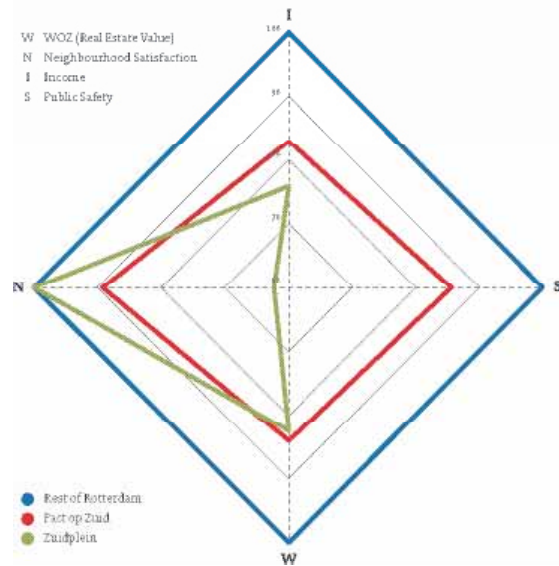


· Zuidplein

The public safety score for the Zuidplein has been the lowest in the whole Pact op Zuid area for many years. Last year it tumbled even further. The district is designated a 'problem zone', comparable with Pendrecht. In recent years the WOZ value per m² has risen relatively slowly compared with the Pact op Zuid area as a whole and with the Rest of Rotterdam.

Remarkable for Zuidplein is the high neighbourhood satisfaction, achieving a higher score than in the rest of the Pact area and being practically the same as the average in the Rest of Rotterdam. Income and public safety in particular score below average for the whole Pact area.

The house values match the average in the Pact area.





· *Heart of Zuid Chance Card*

The Heart of Zuid (Hart van Zuid) will represent a clear field for all kinds of entertainment, turning this area into the 'beating heart' of Zuid. In the *Rotterdam Urban Vision* (Stadsvisie Rotterdam), the city's spatial development strategy through 2030, the area has been designated a VIP zone (i.e. a Very Important Project), a key priority for the City Council. A start has been made on the modernisation of Ahoy arena, the layout of the Vaanweide Events Grounds, new school accommodation in the Motorstraat area and construction of a 50-metre swimming pool. There are plans for a new theatre for musicals in association with the impresario Joop van den Ende and for the renovation of the Zuidplein Theatre.

The draft district vision, 'Hart van Zuid, Podium van Zuid' ('The Heart of Zuid, A Stage for Zuid'), was published in December 2007 and discussion of it is in full swing. During these 'speak-your-mind' sessions, residents, professionals and businesspeople provide input for the further elaboration of this vision. The focus for the Pact partners is on a spin-off programme for educational facilities and internships for inhabitants of the surrounding districts. (See also the 'Hart van Zuid, Podium van Zuid' report, December 2007.)



The Motorstraat area will serve as a springboard for youngsters, with new accommodation for intermediate vocational education (i.e. MBO-level) education at the ROC Zadkine college and for lower secondary professional education (VMBO) training at the Zuiderpark College secondary school. This also presents opportunities to interlink the new theatres and courses in the fields of music, dance and theatre. The Hart van Zuid must develop into a dynamic arena where people want to meet, work, go out and shop. Attention needs to be devoted to the improvement of the quality of the public space throughout the area.

The possibility of digging a road tunnel under the Pleinweg presents various opportunities: the reduction of traffic nuisance will give a boost to the Heart of Zuid as a place to spend time. The tunnelling for the roadway, a new bus station and moving the Borough Council's offices make this chance card an intriguing and complex assignment. Various municipal departments are tackling it seriously and with ambition. How to resolve the traffic- and parking-related issues? Can that be achieved sustainably, with minimal greenhouse gas emissions? How do we transform the Heart of Zuid into a pleasant and safe place to which residents feel an attachment?



• Zuidwijk

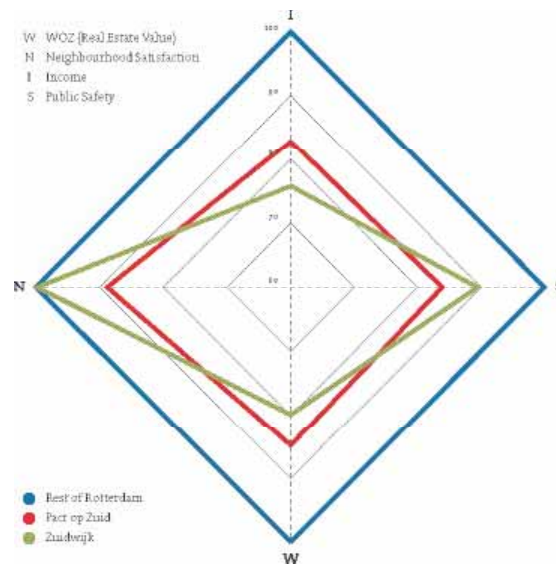
The value of housing in Zuidwijk has over recent years been rising at a similar pace to the average for the Pact op Zuid. This also means that the arrears compared with the Rest of Rotterdam are being reduced slightly, though the average WOZ value per m² still lies about 15% lower. Zuidwijk is climbing steadily on the public safety index.

In the rankings of the degree of child deprivation, the situation in Zuidwijk has improved over the last year. This is because the percentage of special needs pupils and the number of teenage mothers has fallen.

In terms of safety and neighbourhood satisfaction, Zuidwijk scores above average for the Pact area. Neighbourhood satisfaction is actually comparable with the Rest of Rotterdam.

Average income is 25% lower and the average house value per m² is 20% lower.

The form of the web for Zuidwijk seems to be assuming the form of the web for Wielewaal, albeit in a watered-down form.





· *'Wereld op Zuid' Community School*

Vestia is building an exemplary 'community school' (*brede school*) to be known as 'Wereld op Zuid' – 'The World in South'. Establishing the community school as an organisation is a complex process that involves:

- The 'Christophoor' Roman Catholic primary school, under the auspices of the RVKO Catholic governing body;
- The 'Toermalijn' state primary school (Keyenburg site), under the auspices of the BOOR state school governing body;
- Kinder Service Hotels, an organisation that offers care and entertainment for children aged from 0 to 13 years;
- The Maaskring group (KDC Ellemare), a children's day centre that provides care and support for children with a learning disability (0 to 4 years; 4 to 12 years) and their parents;
- Stichting Charlois Welzijn, a welfare organisation involved in socio-cultural work that provides a broad range of services for children in various age groups as well as their parents.



The alderman unveils the foundation stone of the 'Wereld op Zuid'.

Even though the school accommodation is not yet complete, the 'Wereld op Zuid' can already be termed a success story, in view of the meticulous preparatory effort and the support from Vestia and other organisations involved with the school, especially in terms of inter-organisational cooperation and knowledge-sharing. A social services team for the new community school is working on the timely spotting and tackling of problems faced by children (pupils).

In order to develop this further, the Wereld op Zuid in Zuidwijk is cooperating intensively with Rotterdam University. The team of social workers is intended to boost the educational and developmental opportunities for pupils and encourage parental involvement. The guiding principle is to facilitate the establishment of an operational culture and structure that makes it possible for the professionals to resolve problems with children (and their parents) within the school itself whenever that is feasible.

Professionals from the various institutions are endeavouring to establish generally valid 'community school rules'. There is a real need for (new) rules: later on there will be many new faces at the school, presenting an unclear situation for children and parents. Besides involving professionals from several organisations, it also involves students and trainees. An unclear situation requires the re-definition of positions, such as the professional staff-student relationship. What are the dos and don'ts within the organisation in such cases? Who is authorised to speak to parents and children and how should they go about this? The process of setting out clear-cut ground-rules establishes more clearly defined

relationships and thus to calm and an effective implementation. For new (and 'old') employees these rules serve as an 'offer' that can provide purchase and security.



The new school building rises alongside the old. Children peer at the new school from the playground.

• *A Zuidwijk resident ...*

'I'm 57 years old. I came to live here when I was three years old and I still live here.

'Is it peaceful here? Yes, during the day, but at night it's terrible round here, with all kinds of youngsters hanging/walking around on the streets, and various people have been burgled already. No, at night you can better give this place a wide berth.

'Yes, they're building a new school here (see the photos alongside). There'll be plenty of shrieking from kids to be heard in this street once that school is finished. Two families have already moved away, because they don't want to endure so much racket in the street. This school is also for children who've got something wrong with them; they're not quite right or something. Then you're bound to get even more problems in the street. I bet those children can't behave themselves, so that's sure to cause a big nuisance.

'My little dog? He comes from the shelter. I can't stand animal suffering, and I'm his seventh owner. He still has a lot to learn, but he does protect me.'

Kinder Wereld op Zuid (Kid's World in Zuid). Facing page: The interviewee.





Borough of Feijenoord

Afrikaanderwijk

Bloemhof

Feijenoord

Hillesluis

Katendrecht

Kop van Zuid – Entrepot

Noordereiland

Vreewijk



Afrikaanderwijk (top series); Hillevliet and environs (middle series); Katendrecht (bottom series).

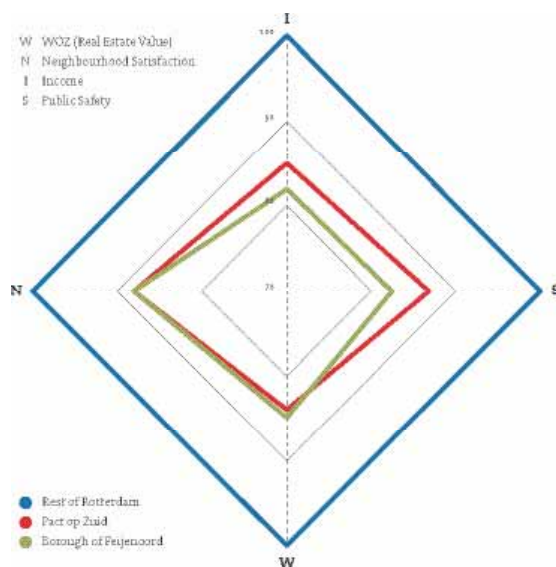
■ BOROUGH OF FEIJENOORD

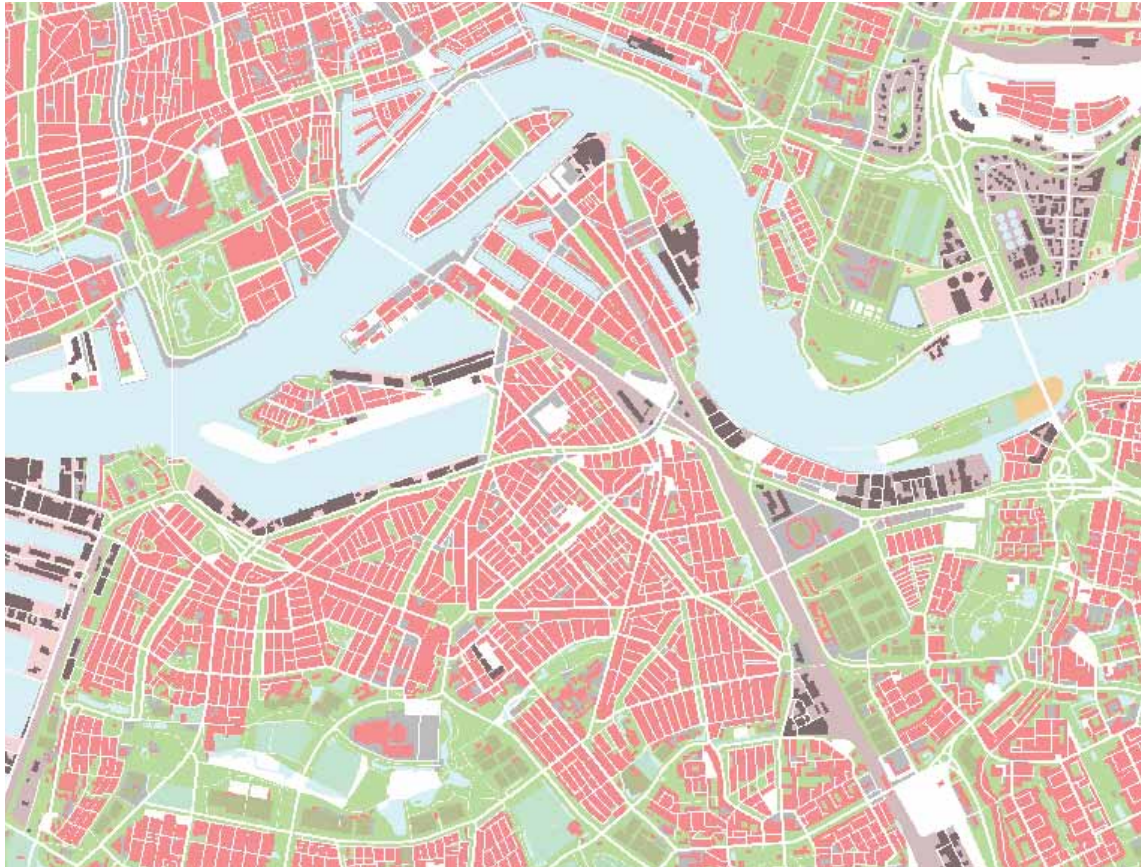
The situation in the borough of Feijenoord was stable prior to the launch of Pact op Zuid. With regard to the income position and the public safety score there has been little change over recent years. Neighbourhood satisfaction is stable and this also applies for the value of housing per m².

In the ranking of the degree of child deprivation we can see that the situation in Feijenoord worsened slightly between 2005 and 2006. The cause becomes clear if one looks at the data, which show that in Feijenoord the number of pupils with parents who have a low educational and professional level has increased. The scores are presented in Appendix 2.

The scores for the borough of Feijenoord almost match the average for the whole Pact op Zuid area (the boroughs of Charlois, IJsselmonde and Feijenoord). Public safety and income levels score slightly lower.

Feijenoord's average position is also evident in the ranking of the degree of child deprivation in the borough.





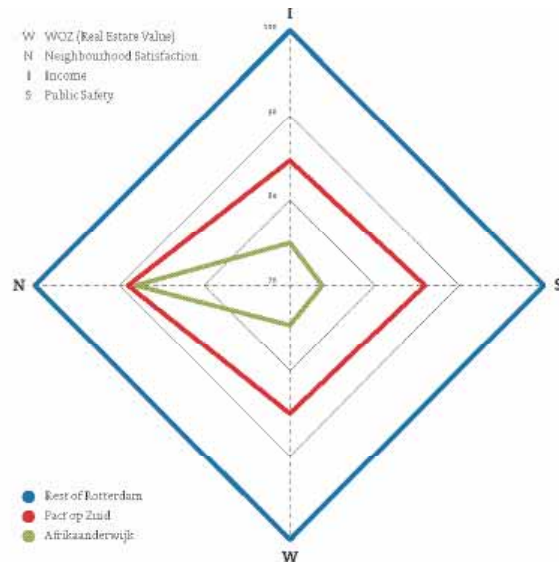
Map of the borough of Feijenoord.

· Afrikaanderwijk

Over recent years the situation in Afrikaanderwijk has been shifting very slowly but consistently in a positive direction, average income in particular. The value of housing is rising slightly faster than the average for the borough of Feijenoord as a whole. The scores are presented in Appendix 2.

The score for neighbourhood satisfaction matches the average for the Pact op Zuid area. The other aspects score considerably lower, up to 25% lower than in the Rest of Rotterdam.

As regards the degree of child deprivation the district ranks worst, behind Pendrecht and Tarwewijk. The form of the web resembles those for Tarwewijk and Charlois.





· *Eat & Meet Chance Card*

Eat & Meet, an atmospheric leisure hub that has the potential to be truly buzzing, is being developed in the vicinity of the Maashaven and Rijnhaven docks. The permanently moored S.S. *Rotterdam* cruise ship in Katendrecht, the Creative Factory and the Afrikaanderplein are set to become major attractions in this area. Lying within the Kop van Zuid's sphere of influence makes this area rich in opportunity. The city council's discussion of this chance card is scheduled for 2008.

The challenge is to take optimum advantage of this chance card. In December 2007 it was decided to focus first and foremost on pushing forward the urban renewal, proceeding from Katendrecht and Afrikaanderwijk. A study was conducted in both districts to ascertain their socio-economic profiles.

Katendrecht is evidently an upcoming area and the physical restructuring is progressing steadily.

In Afrikaanderwijk, the Parkstad residential development presents opportunities for residents who want to make a step up the housing ladder. Vestia has purchased properties and is drawing up a plan for sectoral diversification together with the Rotterdam Development Corporation (Ontwikkelingsbedrijf Rotterdam, or OBR). The renovation of the retail zones is being carried out in conjunction with local business associations.

Vestia and the Borough Council are also striving to uncover the strengths of Afrikaanderwijk. The large plaza has a central role in the neighbourhood. One idea is to establish a colourful array of business activity around the market. Amenities on the edge of the large plaza,



which covers an area of five hectares, include 't Klooster community hall and the Kocatepe Mosque. There are plans for the following restaurants: the 'Soeprestaurant' soup kitchen, the Moroccan restaurant 'Biladi' and the Afghan restaurant 'Mousavi', while 'Smullen met Hubert' (Tuck in with Hubert) has been a regular feature on the local cable channel, Rotterdam TV, on Saturdays.

One wonderful project is Freehouse, launched in February 2008, whereby entrepreneurs and students meet a diversity of artists, who help them to learn to look at production and products in a creative manner and make their products more contemporary. Another project under consideration is to establish a 'market' for creative entrepreneurship on the African market and the adjacent square.

The question is how we can learn from the processes in the chance card zone. Many parties are actively involved in cleaning up the area, making it wholesome and safe, and thus underpinning the local economy. The neighbourhood is confronted with an accumulation of typical inner city problems: high levels of unemployment, high school drop-out rates, neighbourhood degeneration, failing youth welfare services, crime, a lack of social cohesion and a one-sided demographic. Social problems are complex, as are the solutions.

Vestia and the OBR have coupled the ongoing physical renovation with a robust socio-economic programme, seeking to dovetail with the opportunities – in this case the area's existing strengths and ongoing developments – and organising this as closely as possible to the

citizens so that they really notice the results.

The strength of a neighbourhood-centric approach is that problems are tackled integrally, as a cohesive whole. Good cooperation only succeeds if organisations overcome logjams in the flow of finance and legislation.

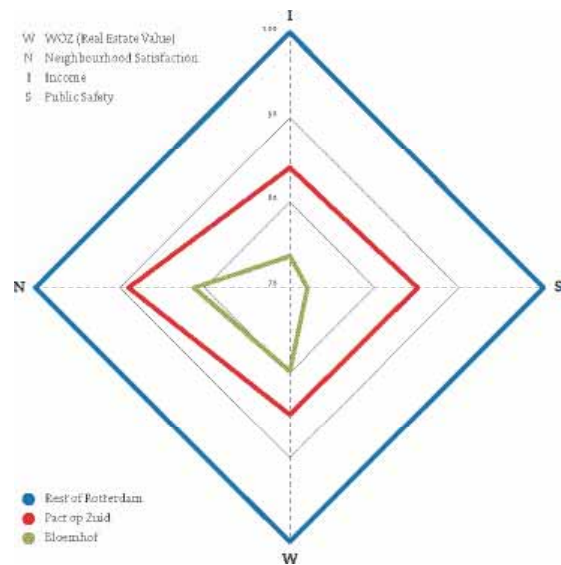


· *Bloemhof*

In terms of public safety Bloemhof has the worst score of all the districts in the borough of Feijenoord. Otherwise the situation is moving very slowly in a positive direction: average income is rising slightly and WOZ values are appreciating at the same rate as the average for the borough of Feijenoord.

The scores are presented in Appendix 2.

The district of Bloemhof's scores are among the five worst in the Pact op Zuid area, slightly better than Carnisse but slightly worse than Afrikaanderwijk. The scores trail behind the Rest of Rotterdam by between 20 and 25% in every respect. For the factor of child deprivation, the district scores minimally better than Afrikaanderwijk.





· *Apprenticeship Centre and Residential Foyer*

Major companies are also prepared to invest in the Pact. Pro Delta, for example, a multinational with a product portfolio that includes cranes and hydraulic platforms, is already participating. The company has offered to run a project for the City of Rotterdam to celebrate its move from Spijkenisse to Rotterdam in 2008. The project involves schools working together with Woonstad and the City of Rotterdam to help students in the lower secondary professional stream (VMBO) gain a diploma at the highest possible level. No matter whether they are following a theoretical or practical course of study, students who display the necessary potential are welcome to participate. They can use the extra incentive and support to develop themselves further. An Apprenticeship Centre has been established at Sandelingstraat 80, where students from Rotterdam University supervise and coach these VMBO students, assisting with homework, choice of study and mentoring. As of 31 December 2007 there were 24 students, 18 pupils, a project manager, a monitor and two lecturers directly involved in the project. Rotterdam University's Growing Up in the City Research Programme is evaluating the project's impact.

The Residential Foyer (Woonfoyer), where newly independent young adults receive coaching on living, learning and working, is situated just around the corner from Sandelingstraat 80. Woonstad has redeveloped this former boarding school for trainee mariners as a residential foyer for youngsters, working in asso-

ciation with the Albeda College and ROC Zadkine vocational education institutions. There are 66 places at the accommodation, which is situated on the edge of Bloemhof Zuid, a neighbourhood where migrants predominate. The partners in the project realised that the choice of target group is decisive for securing the cooperation of local residents, and they have succeeded in this. They have given a guarantee that no 'problem youngsters' will be accommodated in the property, but young people who are fully able to live in a residential community.

Woonstad has pinpointed factors it regards as necessary to success: inviting all the local residents round for coffee to show them how good the property looks and ensuring that the trainees on work placement from Albeda College secondary school undertake positive activities in the neighbourhood, such as tidying the gardens of vacant houses and painting porches. This means the youngsters are giving something back to the neighbourhood, and preferably these young adults will have grown up here themselves.

• *Ericaplein in Bloemhof*

The innumerable satellite dishes around the Ericaplein are evidence of a multicultural society.

Bloemhof is a district undergoing restructuring: the dwellings are small and will be renovated, while public space is scarce and needs upgrading as well as being actively tidied up. The Pact op Zuid gives an impulse to the cooperation between the City Council, housing associations and Borough Council, which are the bodies responsible for performing these tasks.

The streets around the Ericaplein (Heather Square) are named after flowers, such as oleander, hollyhock, gillyflower and lavender. If one walks around here regularly it is striking how this attractive square is often dead and deserted. Is that always the case? Local children and youngsters underuse the spaces. Why is that? Plenty of activities are organised around the square by volunteers and social workers in order to give these youngsters the opportunity to mature into self-reliant citizens. From the frequently empty playgrounds, however, you could conclude that we are largely ignorant of what youngsters really want.

During a walk through Bloemhof we met a woman who lives together with her husband and children in a top-floor maisonette. It is small duplex and lacks a balcony. After consultation with the downstairs neighbours, who have a garden, they were allowed to install a little bench to the side of the dwelling. They can sit there if the weather is pleasant. There is also an apple tree in the garden, which they planted with the neighbours'

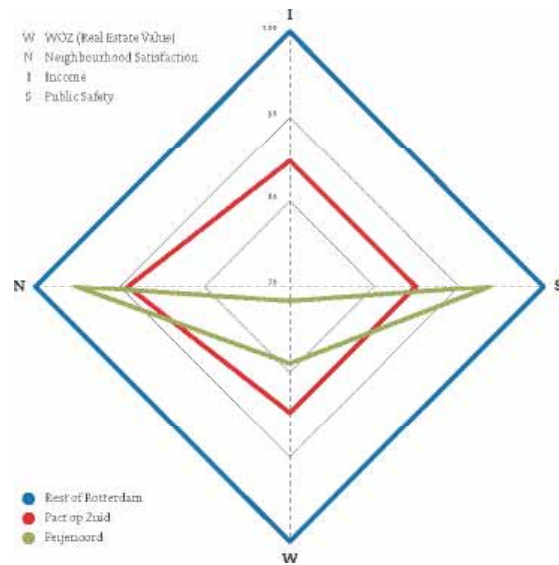
approval. A little later the woman's husband came home and beaming with pride they posed for this photo.



• *Feijenoord*

In recent years the value of housing in the district of Feijenoord has been rising considerably slower than the average across the borough of Feijenoord. The percentage of low-income households in the district is falling slightly faster than the average for the borough. Public safety has gradually been improving in recent years, but the district is still designated as a 'priority neighbourhood'. Neighbourhood satisfaction has risen, while in the rankings of the degree of child deprivation the situation has remained more or less stable. The scores are presented in Appendix 2.

Noteworthy is that scores for public safety and neighbourhood satisfaction in the district of Feijenoord lie above the Pact op Zuid average. Average income and property values are lagging behind. Income is more than 30% lower compared with the Rest of Rotterdam. The form of the web diagram for Feijenoord has a similar form to the webs for Zuidwijk and for Wielewaa, albeit in a less emphatic form.





• **Hillesluis**

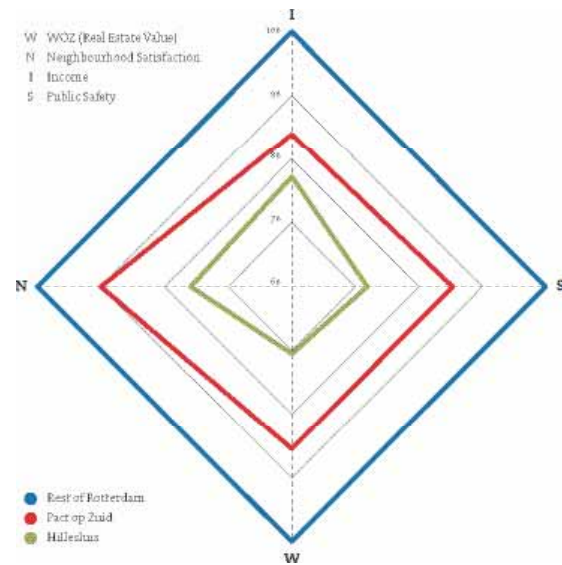
In the years prior to the Pact the situation in Hillesluis seems to have remained stable or even to have worsened slightly. The strong decline in neighbourhood satisfaction is particularly striking, and it now stands at a level comparable with Pendrecht, Tarwewijk, Carnisse and Charlois.

In the rankings of the degree of child deprivation the situation has worsened slightly. The scores are presented in Appendix 2.

The housing value per m² in Hillesluis is the lowest in the borough of Feijenoord and is about 30% below the average for the Rest of Rotterdam.

Neighbourhood satisfaction here is the lowest in the borough of Feijenoord, more than 20% below the average for the Rest of Rotterdam.

The district also has a low ranking for the degree of child deprivation.





· *Riederbuurt Noord*

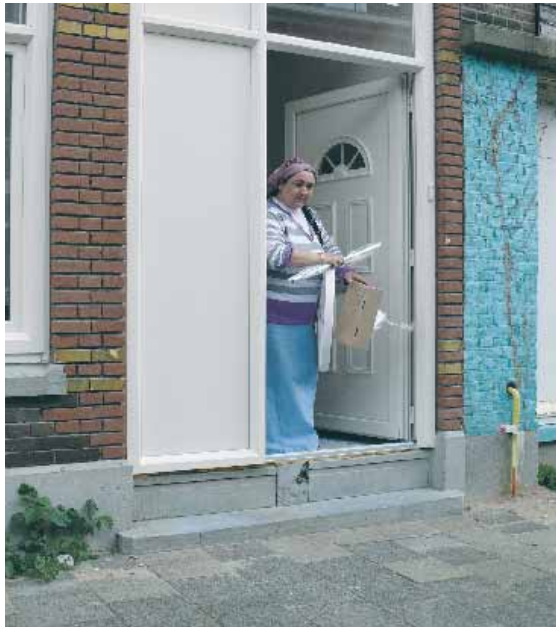
There is plenty going on in this neighbourhood, a so-called Hot Spot: there is not one single street where there is no construction or renovation going on. There are DIY dwellings in the Beukelaarstraat, where future residents can buy a property relatively cheaply then renovate it according to their personal tastes and purposes. There is a WoonXperience ('HomeXperience') in the same street, a fully furnished model home where Rotterdam's aldermen and even Minister Ella Vogelaar have spent a few nights in order to truly experience the atmosphere in the neighbourhood.

There are also dwellings on the Beijerlandsestraat that have been purchased by the City of Rotterdam in order to refurbish them. It is a project in which various training courses, the Dura Vermeer construction company and the City of Rotterdam have joined forces in order to combine practical lessons and apprenticeships with the renovation of housing, providing students with practical experience during their course of study.



A Moroccan mosque is rising skyward on the edge of the neighbourhood. Residents hold widely divergent views about this. There are some who are resigned to the fact: *'It has already been decided and you can't do much to change it.'* There are also local residents who are planning to move because of it.

Other residents are fearful of escalations in the controversy, worrying that fans of Feyenoord football club will not be able to control themselves once the mosque has been completed. And there are residents who anticipate a great deal of inconvenience, such as parking problems and noise nuisance.

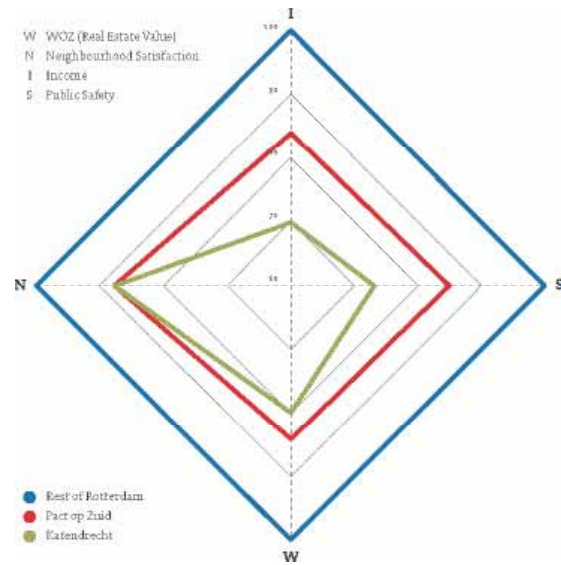




• *Katendrecht*

Prior to the Pact, the situation in Katendrecht (nicknamed the 'Kaap' or Cape) seemed fairly stable. Neighbourhood satisfaction improved between 2005 and 2006, and the average income has remained stable. The value of housing has increased slightly less than the average for the borough of Feijenoord as a whole. Going by the overview of public safety scores, the levels yo-yo from year to year. An 'urban marine' was recently appointed, especially for Katendrecht. The scores are presented in Appendix 2.

Katendrecht is 'hot' and in the ascendant. Self-build plots are on offer there and have been selling well. However, this is not yet reflected in the statistics. Neighbourhood satisfaction in Katendrecht is as high as the average across the Pact op Zuid area. The three other factors in the web show a below-average score, between 20 and 30% lower compared against the Rest of Rotterdam. Income in particular trails behind the average.



· *An Excursion to Katendrecht*

Artists from the Observatorium group recently organised an excursion to Katendrecht, thus bringing young civil servants into contact with residents. The aim was to involve local residents with the restructuring in their neighbourhood, at the same time increasing the knowledge of civil servants. What do people find attractive? How do they want to live? What do changes in the neighbourhood mean? The interchange provided people on both sides with novel insights.

The 'Durf jij de Kaap aan?' (Dare you take on the Cape?) campaign presents long-standing tensions in the neighbourhood life of yesteryear. But what are current and future inhabitants actually looking for in a neighbourhood? You can see an example in the photos. Excursions were also organised elsewhere in the Pact op Zuid area, in Hordijkerveld for instance, which is also undergoing sweeping renovations.

The S.S. *Rotterdam* is also a 'chance card' for the Pact op Zuid. Woonbron purchased the ship a few years ago with a prescient view to the revival of Rotterdam Zuid. This former Holland-America Line ocean liner will draw together the four elements of living, learning, working and recreation. The ship is currently undergoing a thorough restoration. The eventual moorings will be at the Maashaven, at the head end of Katendrecht and visible from Hotel New York, from which passengers used to depart for the USA.



• *Museum Kaap Art*

In Museum Kaap Art, artists and local residents can meet each other (see the photos). It is a venue for courses organised by local artists and there is a revolving exhibition of their work. The project is primarily driven by volunteers who want to do their bit for the district.

Unfortunately the museum often has to close its doors. On weekdays this is because young kids, about eight years old, misbehave and can be difficult to control, while in the evenings it is because older youths behave in a negative manner. The staff no longer feel safe in the museum and have been forced to lock the doors more than once.

Now the museum is open to the public only on Saturdays, when at least two people are present for security reasons. They expect more support from the City Council and the Borough Council than is currently being offered.

The tobacconist around the corner has been attacked and robbed several times. He has resorted to publicity in the media in an attempt to take a stand against this criminal activity.

As mentioned above, an 'urban marine' has been appointed specifically for Katendrecht in order to improve public safety.



· *Different strokes for different folks*

The Kaap boasts a great diversity of urban spaces. Each urban space has a distinctive character and therefore draws its own particular public. The photos provide an impression.

For example, there is the Deliplein (Deli-Plaza) and environs where bygone times are being revived. Dwellings are being restored to their former glory, including the original Jugendstil elements (top left).

There is also the Maaskade quayside, where new con-

struction is underway (bottom left), and there are self-build plots for sale along the Walhallalaan with views of the River Maas (top right). There are DIY homes available in the Tolhuisstraat that are being raffled off for a mere €15,000 (bottom right).

As one local resident put it: *'If you walk along the quayside you reach the newly built properties and then it seems like you're in Middelharnis.'*



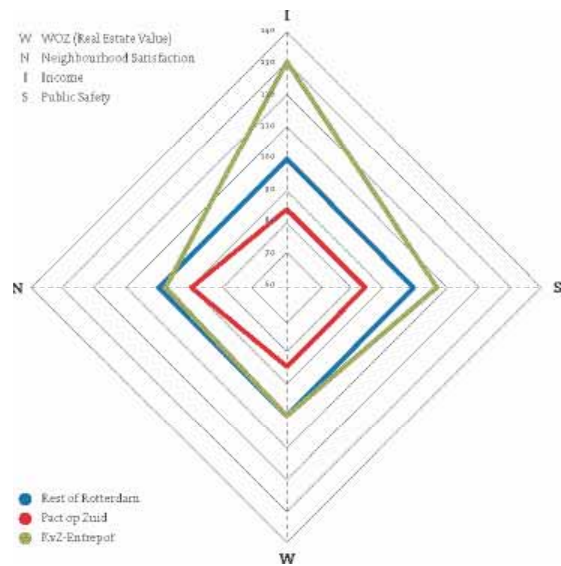


• *Kop van Zuid – Entrepot*

The situation in Kop van Zuid – Entrepot seems to be improving fairly steadily. The income of the inhabitants and the value of property are rising. Public safety is improving. Neighbourhood satisfaction has decreased slightly, but remains higher than in the Rest of Rotterdam. With regard to the degree of child deprivation it is difficult to gain an impression because the data combines this district with the Noordereiland and the district of Feijenoord. The scores are presented in Appendix 2.

Average income on the Kop van Zuid is almost twice that in the Pact op Zuid area and outstrips income in the Rest of Rotterdam by 30%. It is turning into the 'golden fringe' of Rotterdam Zuid. Housing values, public safety, neighbourhood satisfaction and the level of child deprivation are similar to or marginally above the average for the Rest of Rotterdam.

This area clearly demonstrates how an inner-city zone can end up being on the up and up.

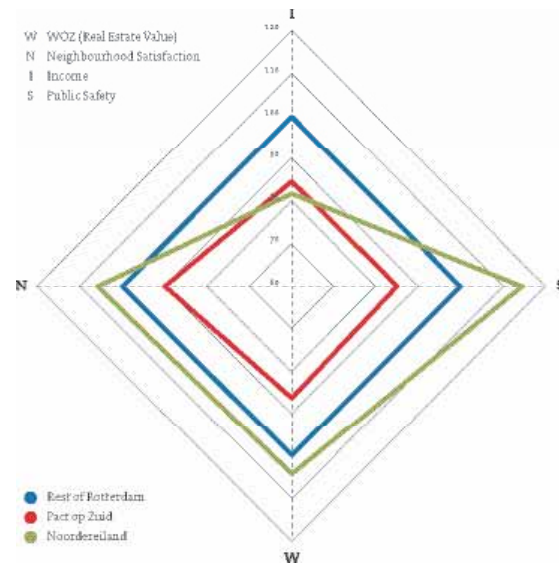




• *Noordereiland*

As an island, Noordereiland is a neighbourhood that manages to avoid the affliction of the typical urban problems of poor public safety and low neighbourhood satisfaction. The public safety index has been climbing steadily since 2004. The housing value per m² could also be described as pretty favourable. With regard to the degree of child deprivation it is difficult to gain an impression, because the neighbourhood's data is combined with Kop van Zuid – Entrepot and the district of Feijenoord. The scores are presented in Appendix 2.

The web for Noordereiland resembles that for Wielewaal, with the exception of house values, which are substantial, standing above the Rotterdam average. Income levels aside, the district scores better than the averages for the Pact op Zuid area and for the Rest of Rotterdam.

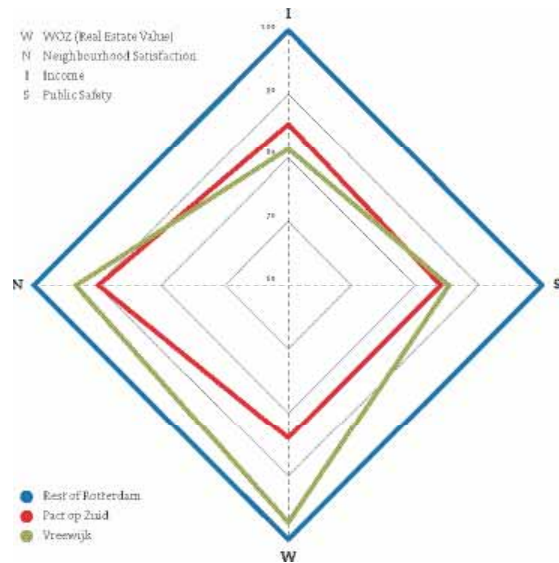




· Vreewijk

The situation in Vreewijk already seemed to be gradually improving prior to the launch of the Pact. It is particularly striking that neighbourhood satisfaction and public safety have been improving steadily over recent years. It no longer designated as 'at risk' but is now a 'priority' district. In the ranking of the severity of child deprivation, Vreewijk is one of the best districts in the Pact op Zuid area, alongside Beverwaard and Zuiderpark/Wielewaal. The scores are presented in Appendix 2.

The scores for Vreewijk are around the average for the Pact op Zuid area, with the exception of the value of housing per m², for which Vreewijk scores a good 10% better.





· *Teamwork in Vreewijk*

There are two extremes to the housing stock in Vreewijk. There are houses that are protected municipal monuments and dwellings that are antiquated and poorly maintained.

In order to capitalise on the changes in Vreewijk, Feijenoord Borough Council and Com•Wonen formulated a draft district vision. This catalogues the district's positive aspects that must be preserved, but also lists the problems there are and how these might be resolved. Com•Wonen has incorporated the wishes and ideas of local residents about the future of their district in this draft district vision.

There is a very active residents' association in Vreewijk. It supports the inhabitants of Bree/Maarland, 85 dwellings in all, which Com•Wonen plans to demolish.

There are banners hung across the street, there are posters displayed in windows and the residents are making it patently clear that they disagree with the plans. They are deeply concerned. Where else but in Vreewijk will they find an affordable house in a neighbourhood where children can still work away on a makeshift hut undisturbed? Where in Rotterdam can they rent an affordable home with a garden? The stakes are high but there is not a wide range of options.

The housing association is attentive to the interests and concerns of the local residents and is exploiting the vitality of residents and businesspeople to arrive at constructive development processes. However, the association also has a collective responsibility to safeguard the future liveability of the district as a whole.





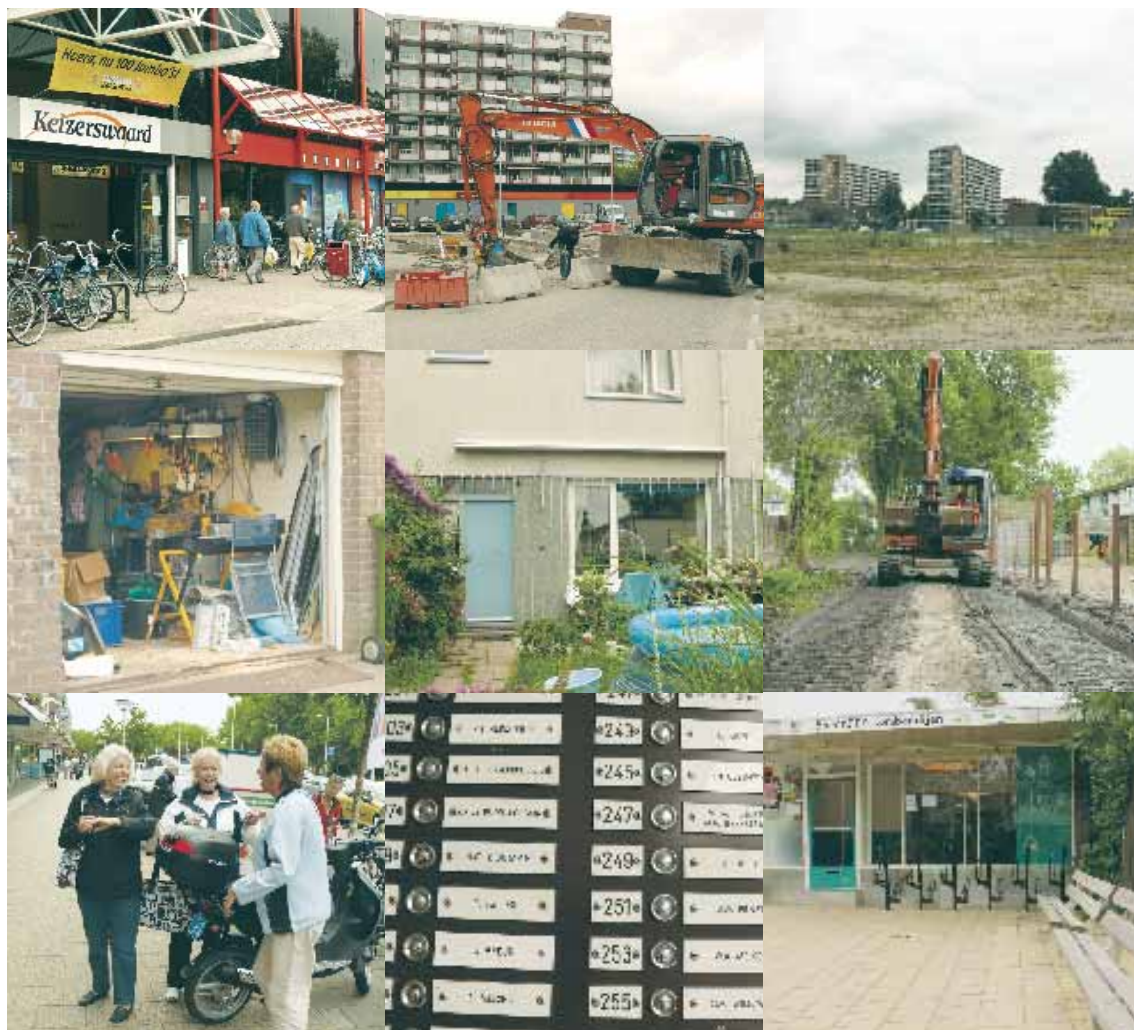
Borough of IJsselmonde

Beverwaard

Groot-IJsselmonde

Lombardijen

Oud-IJsselmonde



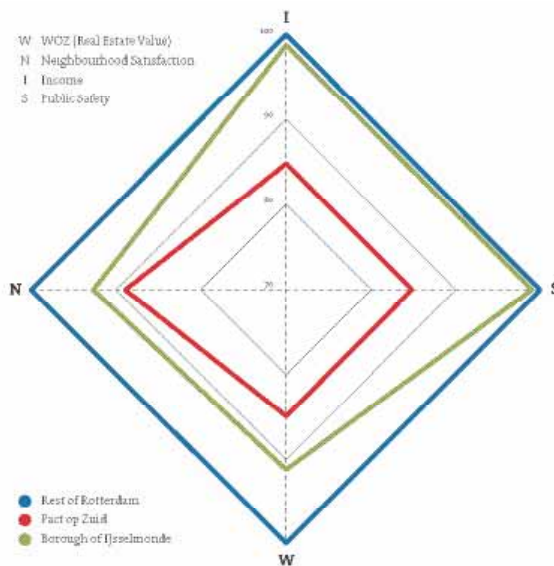
Keizerswaard (upper series); Hordijkerveld (middle series); Lombardijen (bottom series).

■ BOROUGH OF IJSSELMONDE

Based on the statistics, the situation in the borough of IJsselmonde was fairly stable prior to the launch of Pact op Zuid in terms of average income and public safety. The borough as a whole is now designated as 'safe'. The WOZ value is appreciating steadily, as in the rest of the Pact op Zuid area and the Rest of Rotterdam. Neighbourhood satisfaction has fallen slightly. With regard to the rankings of the degree of child deprivation, the situation in the borough of IJsselmonde has remained fairly stable. See Appendix 2 for the data.

The borough of IJsselmonde scores above average compared with the whole Pact op Zuid area. In terms of income and public safety, the borough's scores are comparable with the Rest of Rotterdam, but with regards to neighbourhood satisfaction and housing value it still lags by just under 10%.

This is reflected in the ranking of the severity of child deprivation: in this regard IJsselmonde still lags behind the Rest of Rotterdam minus the Pact area.





Map of the borough of IJsselmonde

· *IJsselmonde in a nutshell*

IJsselmonde is hard at work. With the Lombardijen Masterplan, the Rijnmond-South Medical Centre (Medisch Centrum Rijnmond-Zuid, or MCRZ), the heart of IJsselmonde, the Oud-IJsselmonde village square and the metamorphosis of Hordijkerveld there is a great deal of construction activity.

Various businesspeople in IJsselmonde are frustrated that they do not fall within the empowerment zone. They are afraid that investment in the empowerment zones and the vitalisation of surrounding retail locations (e.g. Zuidplein) will result in greater competition for shopkeepers in IJsselmonde. The demolition of housing in the neighbourhood means that shopkeepers are already seeing their customer base shrink. One businessman casts an optimistic eye to the future: *'Such a renovation results in a period of messiness, but it brightens up the neighbourhood.'*

IJsselmonde Borough Council is investing in the 'People make the City' ('Mensen Maken de Stad', or MMS) methodology. This is an approach that actively involves residents in raising the social cohesion in the street. Residents are supported by a 'development worker', who ensures that residents draw up a 'street agenda' that states how they want people to behave towards one another. They also strike agreements with municipal services such as Roteb (the City of Rotterdam's refuse collection and street cleaning service). Housing associations are also cooperating positively. Vestia and Woonbron, for example, are actively involved in the MMS project in IJsselmonde. Vestia would like to em-

ploy this instrument in every street in Hordijkerveld in order to foster the engagement of local residents with their neighbourhood. MMS is being employed widely in IJsselmonde as an instrument to propagate a sense of citizenship. For example, there is a mixed residents' group active on the Velgersdijk. People of diverse ethnic background, age and gender are actively participating in the residents' group. The group is representative of the demographic mix in this street with a predominance of porch-access housing. Getting it started was difficult, but now it is running smoothly.



· *The Stadium Park Chance Card*

The Stadium Park (Stadionpark) is another of Rotterdam's 'VIP zones' and will be transformed into the centrepiece of Rotterdam as a City of Sport: a place with allure where elite sport and recreational sports activities come together. The launch of the Pact has injected momentum into the plan-making process. The City Executive's Implementation Decree for the Stadium Park (*Bestuursopdracht Stadionpark*) dates from April 2007 and entails construction of a 400-metre skating rink, expansion of the Topsport centre, modernisation of the Varkenoord sports complex, the 'house of sport' that incorporates sports-related educational facilities, renovation of Park de Twee Heuvels (Two Hills Park), and the possibility of realising a new football stadium for Feyenoord football club. In the future Stadium Park, people will be able to practise sports, work, study and recreate. This cluster of amenities is also expected to attract a diversity of retailers.

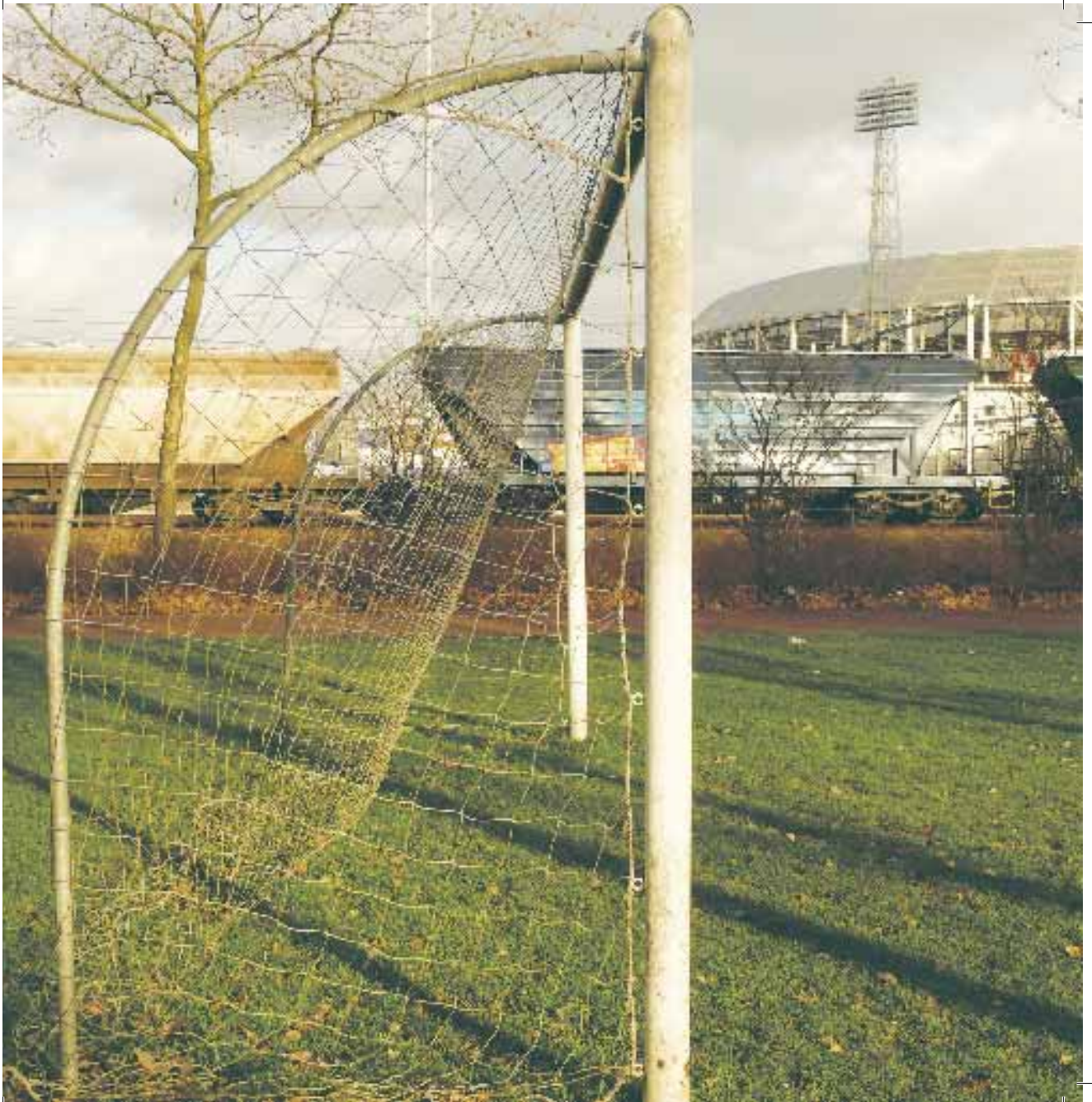
The Pact op Zuid platform is also spearheading a programme to take full advantage of the spin-off from the Stadium Park, namely the positive effects for the inhabitants of Zuid.

These might involve innovative forms of education, employment and apprenticeships as well as greater opportunities for practising sport and an active lifestyle: the IJsselmonde swimming pool is being renovated; there will be facilities for football, baseball and softball; paths for cycling, walking, running and skating; and extra expanses of surface water.

The facilities being realised are for amateurs as well as

elite-level sportspeople. The amateur fields at the Varkenoord complex – facilities and pitches that are used intensively by residents of the boroughs of Feijenoord and IJsselmonde – are to be renewed.





The borough of Feijenoord has a shortage of sports facilities, especially football pitches. Districts such as Afrikaanderwijk, Bloemhof and Feijenoord are home to many youngsters and a relatively large number of children suffer from obesity, fail to participate in sport and do not belong to a sports club. These are districts with a low average CITO score (the standard test for children leaving primary school), a high number of premature school-leavers and a high percentage of social security claimants.

A section of the population of Groot-IJsselmonde has a different background that is less socially disadvantaged. Over the last year, however, this district's residents expressed less satisfaction with the district.



Both boroughs are represented in the Stadium Park steering committee and are associated with the economic vision for IJsselmonde, which dates from December 2006. The challenge is to establish healthy relations between the different population groups living around the Stadium Park.

It is possible to learn from good examples (here and elsewhere). For example, the membership of certain sports clubs in Zuid is falling drastically, but there are also examples of a club's active volunteers managing to turn the tide and inject a club with renewed élan. De Spartaan and Hillesluis football clubs have an admirable social structure and code of conduct. If children go to play football there, then the parents are expected to help out. That works extremely well and increases participation. These kinds of clubs are vital social hubs. Everyone knows how difficult it is to find volunteers, but at these clubs it is booming. Everyone in the club is a stakeholder. In fact the outcome is a civic gain: social cohesion. It is precisely what governments want to achieve. The membership is also a fine reflection of the surrounding district. The complex no longer has the capacity to cope with the demand from these clubs. If you have enthusiastic volunteers it attracts members. It also reinforces the neighbourhood function and the quality of life. Some amateur sports clubs are prepared to provide after-school care, but then they need financial support. The added value of clubs like this for the district is great. Another club opted to introduce referee duties for pupils, offering them a training course. This gives the youngsters the opportunity to learn something different.

In terms of infrastructure and traffic, a new intercity railway station in Zuid is currently under consideration and the discussion about a third cross-river city bridge has also been reignited. Major studies have been commissioned into public order at large-scale events and (high-risk) football matches. There is also due consideration for social and physical safety, since hazardous materials are transported via the railway that runs adjacent to the area.



Studies of access and exit routes to and from the stadium area. Source: dS+V.

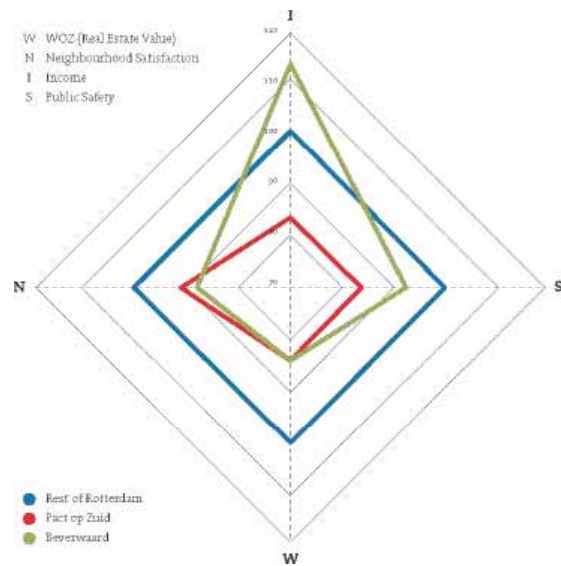
• *Beverwaard*

The situation in Beverwaard is fairly stable. Particularly noticeable is that public safety has been improving steadily over recent years. The percentage of high-income residents is also increasing.

The scores are presented in Appendix 2.

In terms of income position and public safety, Beverwaard stands out positively in comparison to the Pact op Zuid area. Average income in Beverwaard is 10% higher than in the Rest of Rotterdam.

In the ranking of the degree of child deprivation, Beverwaard (including Oud-IJsselmonde) has a score that ranks it, after Zuiderpark/Wielewaal, as the best district in the Pact op Zuid area.





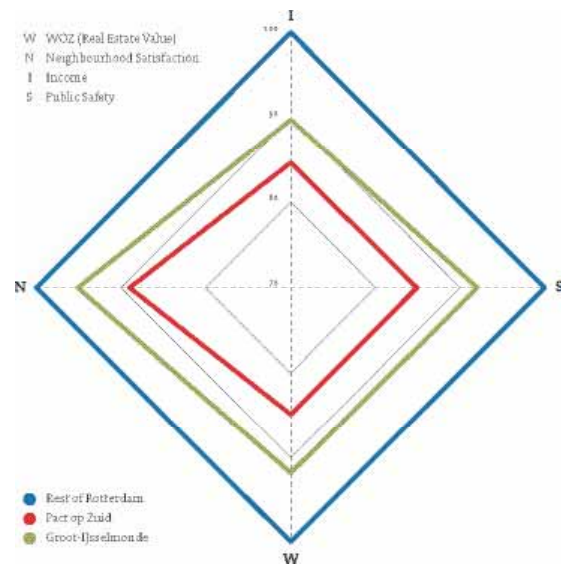
• *Groot-IJsselmonde*

The situation seemed fairly stable before the launch of the Pact, though neighbourhood satisfaction has fallen slightly. Groot-IJsselmonde has slipped a number of places in the ranking of the degree of child deprivation, which means the situation has degenerated. The average value of housing per m² is rising as rapidly as in the Pact area as a whole and thus slightly faster than in the rest of Rotterdam. The distribution of income across high-, middle- and low-income groups has remained constant. Public safety has been improving steadily over the last four years.

The scores are presented in Appendix 2.

For all the indicators, Groot-IJsselmonde scores precisely in-between the Pact op Zuid area (5-10% higher than the boroughs of Charlois, IJsselmonde and Feijenoord combined) and the Rest of Rotterdam (almost 10% lower).

In the ranking of the degree of child deprivation, the district also occupies an average position.







• The Rotterdam Care Boulevard Chance Card

The market for healthcare in and around the city is growing. The Vestia housing association is developing a Care Boulevard (Zorgboulevard) right next to the new hospital, the Rijnmond-South Medical Centre (Medisch Centrum Rijnmond-Zuid, or MCRZ), together with Ballast Nedam and BAM. The Care Boulevard integrates services in the fields of health, care and welfare, including a maternity clinic and a revalidation hotel. There are also opportunities to establish educational facilities focused on healthcare and services there. Traipsing across half the city to reach various specialist care facilities will no longer be necessary. From 2010, inhabitants of Rotterdam Zuid and the surrounding municipalities will be guaranteed a diversity of medical facilities under a single roof. The Care Boulevard has a centrifugal effect, attracting in medical activity, commercial or otherwise, and this will alter the position of the adjoining Hordijk business park. The government handling of the Care Boulevard chance card is scheduled for 2008.

The Care Boulevard is being realised next to Lombardijen railway station. As a visitor it is worth taking a look every now and then, because of the whirlwind pace of development.

Toddlers present their concepts of a hospital.



· *Knowledge-sharing between organisations*

The Care Boulevard is an ambitious project involving public- and private-sector partners. Good timing is of the essence in partnerships between private- and public-sector organisations, a process in which knowledge-sharing and drawing on the expertise of various disciplines is essential. What housing-related work is necessary, what opportunities are there at the Hordijk business park, and how does one ensure good accessibility and air quality?

The MCRZ under construction.



· *Hordijkerveld: an in-depth study*

In Hordijkerveld, 200 local residents were interviewed in order to ascertain their perceptions of the effects of the Social Investment Programme. The picture they sketch is that the district is making very gradual progress. The interviewees feel that the neighbourhood is marginally ahead of developments in Lombardijen. The neighbouring district of Zuidwijk in Charlois, by contrast, is perceived to be making more rapid advances.

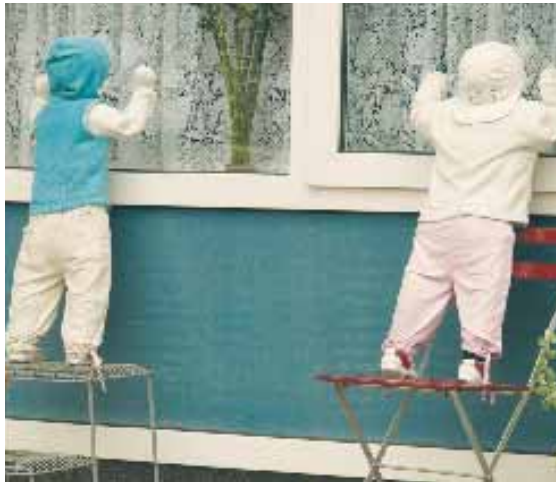
There is a great deal of construction activity and that is plain to see. The neighbourhood has become neater and tidier, people think. The district's demographics will change in the positive sense because Vestia is realising more owner-occupied housing. The percentage of owner-occupied housing has doubled in the space of three years. The average WOZ value rose from €105,696 in 2004 to €123,514 in 2007 (price levels as of 1 January 2005). This is an increase of 17%, which is stronger than in IJsselmonde as a whole and across the city of Rotterdam. Nevertheless, ground-accessed single-family dwellings in Hordijkerveld are still inexpensive by Rotterdam standards. They are home to a group of residents who feel attached to the district's villagey character (see photo). With the construction of more ground-accessed single-family dwellings, the residents can move to a better home within the neighbourhood. This gives the impression that the middle-income settlers are in part replacing the 'old' middle-bracket earners who left the neighbourhood in frustration some years ago.

Drug-related problems have diminished thanks to various clean-up campaigns. Residents and businesspeople doubt whether sufficient haste is being made with the district regeneration. Some blocks of flats should have been demolished five years ago. There is still plenty of noise nuisance in the district. Shops are frequently subject to vandalism, as well as to burglaries and hold-ups. The market is held at an illogical spot. Despite the district's spacious layout, with plenty of greenery and open space, children rarely play outside. Some are not allowed to, while others do not dare or have no desire to, since almost nobody else plays outside.

The inhabitants of the gallery- and porch-access flats are less satisfied with the neighbourhood than the in-

habitants of single-family dwellings and 55-plus residences (in rental as well as owner-occupied sectors). Besides feeling less safe they are also less often satisfied with the housing and experience more nuisance from neighbourhood problems. This is primarily because of litter and junk on the streets, youngsters being disorderly and speeding mopeds.

There are also success stories. The propensity to move away from the single-family dwellings and 55-plus residences is now well-nigh zero. The neighbourhood's green and peaceful character, the conviviality and safety are perceived by many as a big advantage of living in Hordijkerveld. In recent years this has improved even further.





Residents also report that the neighbourhood has become more attractive and that there is better-quality housing now. People say that the composition of the population has a positive influence on the quality of the neighbourhood. The renovation is therefore mentioned as a positive development. For most people the restructuring has positive personal consequences as well, especially for those who live in owner-occupied single-family houses (see photos).



The neighbourhood party held in the context of the Social Investment Programme in Hordijkerveld did not go unnoticed. Almost two-thirds of the people were aware of it and more than a third attended it in person, with 14% of people saying they have established more enduring contacts in the district. The 'green fingers' project and the 'People Make the City' (Mensen Maken de Stad, or MMS) approach are slightly less familiar and have drawn lower participation percentages. That is hardly unusual, seeing as they operate on a smaller scale.

What is still called for: more shops within walking distance, a greater reach of information about the neighbourhood regeneration, more activities for youngsters aged 12 years and over, attention to Antillean youngsters, a greater focus on social interaction in the neighbourhood, the involvement of youngsters in the organisation of parties on the meadows around the flats,

listening better to what residents and businesspeople want, and emphatically maintaining the established thrust of social and physical restructuring.



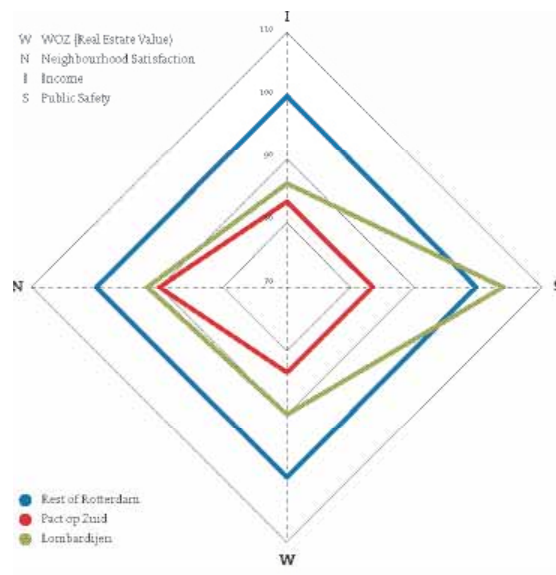
• *Lombardijen*

The situation in the district was improving steadily before the launch of the Pact op Zuid. In terms of income and neighbourhood satisfaction the situation has remained stable. With regard to the value of homes the district is easily keeping pace with the positive local trend. In terms of public safety, however, there is evidence of considerable improvement: the district now enjoys the designation 'safe'.

In the ranking of the degree of child deprivation, the district has over the previous year lost ground relative to other districts. The reason for this is clarified by the data: in Lombardijen the number of schoolchildren with parents who have a low educational and professional level of achievement has increased. The scores are presented in Appendix 2.

Lombardijen stands out positively with regard to public safety.

For all four factors the district scores slightly better than the average across the whole Pact op Zuid area, but slightly worse than for the Rest of Rotterdam (trailing by between 10 and 15%).





· *Spinoza Park and environs*

The park is an icon for the district (see the photo on the facing page).

In the park stands the Baroeg youth centre, which was closed by order of the mayor in summer 2007. It has now been reopened and efforts are being made to boost its image. Baroeg is once again serving as an alternative pop venue for fans of hardcore, gothic and metal music (see the photos to the bottom left and immediately right).

There is plenty to be achieved economically in the vicinity of the park: there are empty properties and the purchasing power is below par, which means that businesspeople find it difficult to stay afloat.

In the physical domain, the Pact op Zuid was influential in the decision not to opt for stacked housing again. In

particular, the district of Lombardijen presents the opportunity to build ground-accessed housing and to implement this in phases.





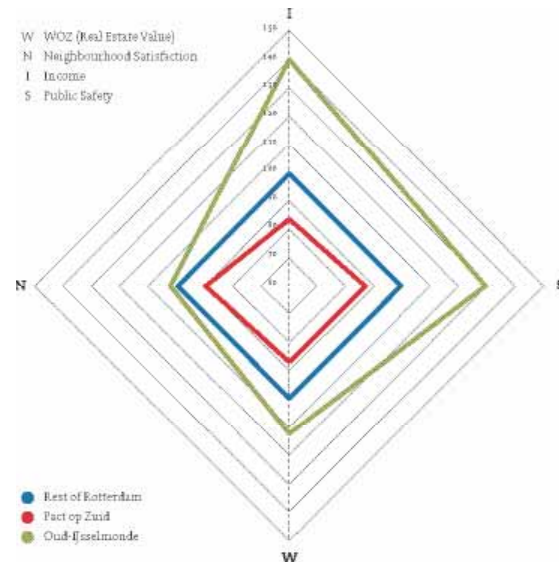
• *Oud-IJsselmonde*

The situation in the borough of IJsselmonde is fairly stable in terms of average income and public safety. The borough as a whole now enjoys the status of 'safe'. The average WOZ value is rising steadily, as in the rest of the Pact op Zuid area and the rest of Rotterdam. Neighbourhood satisfaction has fallen slightly.

In the ranking of the degree of child deprivation, the situation in IJsselmonde has remained pretty much stable. See Appendix 2 for the data.

Statistically, Oud-IJsselmonde seems to be a little gem in Rotterdam Zuid. The borough scores much better than the rest of the Pact op Zuid area for all the factors and surpasses the average across the Rest of Rotterdam. Public safety and income stand out in the positive sense.

In the ranking of the severity of child deprivation, Oud-IJsselmonde (including Beverwaard) scores better than other districts.





■ CONCLUSION

Lastly, a travel tip, or rather a word in conclusion. What is the position of the Pact op Zuid captured in this initial survey? And what are the travel aspirations for the upcoming second survey?

· *The Web*

From the web diagrams it is evident that the majority of districts and boroughs score lower on the four key factors considered – income, public safety, value of housing and neighbourhood satisfaction – than the average in the Rest of Rotterdam. Most districts stand out negatively compared with the average scores for the Rest of Rotterdam. This is also clearly evident from the figures and data in Appendix 2 to the rear of this guidebook.

In most districts in the Pact area, the socio-economic advancement of the residents – higher earning and living standards, greater neighbourhood satisfaction, lower levels of selective migration – must still gain a proper footing. The data and trends presented in the guidebook pertain to the period before the launch of the Pact; it establishes a baseline.

If we are already seeing some indications of a direction of development (in which we must be circumspect, though it is also evident from a forthcoming study into the effectiveness of the Rotterdam Act – the Rotterdamwet – which limits the influx of disadvantaged tenants into deprived neighbourhoods), then that is as follows:

- the WOZ value is developing positively practically across the board, showing swifter appreciation than in the Rest of Rotterdam;
- public safety is also developing positively;
- 11% of people moving into the Pact op Zuid districts are in the high-income bracket compared to 17% for Rotterdam as a whole and 21% has a low level of education compared to 12% for the whole of Rotterdam. This justifies the extra investment in Rotterdam Zuid. Otherwise there are positive signals: 50% of all incoming settlers are highly educated, only 3% depend on social security and almost 30% are dual-income households.

As mentioned, the goal of the Pact op Zuid is to contribute to improving the position of the residents and businesspeople in the area. Pact op Zuid proceeds from a ‘follow the leader’ method. Every resident, entrepreneur, professional and administrator who is able and willing to make an extra contribution to the improvement of the living conditions in these districts is more than welcome.

Our recommendations for the Pact moving forward are to:

- 1 involve more businesspeople in the Pact;
- 2 try to draw lessons from good practices and ‘lock in’ that knowledge;
- 3 endeavour to involve as many community organisations as possible;
- 4 persist in setting priorities and ensure effective planning: do not attempt to do everything at once.

■ PROPOSED PRIORITIES

Managers within the Pact have pinpointed the following priorities:

· *Exploit the chance cards*

The chance cards are crowd-pullers that put Rotterdam Zuid on the map. These major projects enhance the image of Rotterdam Zuid. In the short term, residents and shopkeepers are not noticing any results, but in the long term they will. If opportunities are properly exploited then it will lead to higher employment, better education, an increase in turnover in the retail sector and services, and ultimately in local spending power.

· *Icons in Zuid*

Zuid has a great deal to offer as a residential area; it is a diamond with hidden qualities. It has a history of resilience: there are the ties with the port and there is the industrial heritage. The River Maas harbours untold qualities in relation to the perception and historical awareness of the city. It offers interesting living environments for residents. The attraction of Rotterdam Zuid lies in the urbanity, the sense that you are living and operating in a metropolis.

· *City of Students*

Zuid has potential when it comes to the letting of housing to social climbers, such as students who might be tempted to live in Zuid. The notion of Rotterdam as a

'city of students' is rich in promise. Student accommodation in Zuid is not yet writ large in the mind's eye, but it is an idea worthy of further exploration. In the chain of education and care Rotterdam has plenty of potential as a city of students, in terms of employment as well as housing. In this context, housing associations are seeing greater potential in forms of temporary accommodation. One might also expect that, as in Amsterdam, Utrecht and The Hague, students will remain in the city after graduating if the living conditions are favourable.

· *Apprenticeships and jobs*

A priority for the Pact op Zuid is to establish more apprenticeships and workplaces, to which the economic spin-off of the chance cards is instrumental. Examples include the district-wide developments at the Stadium Park, the Heart of Zuid and the Care Boulevard. Hundreds of training places are being organised around the SS *Rotterdam*, but in the field of apprenticeships and (progressing to) employment there is even more to be achieved. Unskilled work automatically gathers around such industriousness. Rotterdam Zuid has a gravitational pull for semi- and unskilled economic activity as well as for difficult-to-place groups. The Pact encourages the establishment of good matches between this industriousness and those target groups, arranging apprenticeships for intermediate and higher vocational (MBO and HBO) students.



· *Public space*

Ensuring the high quality of public space is of great importance for Rotterdam Zuid. There are wonderful spots in Zuid, but also poor-quality public space. Investing in greater quality is important. The maintenance costs may well be higher if you raise the quality of the furnishing of public space, but it intensifies the gravitational pull for future residents and businesspeople. The improvement of public space is not, however, easy to organise, because of the involvement of several parties. The Rotterdam Development Corporation (OBR) and the various housing associations are responsible for its development, while the borough councils are responsible for maintenance and upkeep.

■ THE METHODOLOGICAL BASIS

The Pact op Zuid managers want to receive clear-cut information. The monitor must show whether the objectives are being achieved: *levelling out* the environmental qualities, *reducing* selective migration and *raising* neighbourhood satisfaction among the residents.

The collaborating partners have resolved to persevere with the Pact for a long time to come. The key-words in the guidebook are therefore selectiveness, perseverance and passion. Even if the positive effects cannot be demonstrated immediately, the partners want to be able to persevere with the project. There is also good reason for this, since the regeneration of Hoogvliet has shown that, even after eight years of effort, the objective indicators have not demonstrably changed. This is also a reason why success means something different to one politician or administrator than it does to another. While one wants to be certain that the right things are being implemented effectively and that the use of resources can be justified, another primarily wants the proper communication of the outcomes in order to spark interest in the Pact among as many relevant partners as possible, thus having a self-affirming effect, and the third might want both. Even if the statistical data are lagging behind, the partners want to garner expertise and information that helps them keep

faith in the Pact. In this respect belief is probably just as important as being certain that something is working. As long as people believe in it, the Pact will continue and is also a necessity, and there is a great deal to be done on many fronts simultaneously: higher employment, better education, improved housing, attractive public space, beautiful homes and pleasant people. On the preceding pages we have highlighted the rays of hope in this process.

Administrators and politicians also want to receive reference materials rather than some new-fangled monitoring system. This material should be delivered in the KISS format: 'Keep It Short and Simple'. We have therefore devised a shortlist of prime indicators that provide insight into ongoing local developments in physical, economic and social spheres. An indicator in the cultural sphere has not yet been developed.

· *Interactive area monitor*

Numbers only become truly intelligible once they are placed in context. We have therefore opted for an interactive approach. In an interactive area monitor, residents and businesspeople talk about the results and effects they themselves are noticing. The crux of the monitor is to 'strengthen measurement and interpretation processes'. We perform secondary analyses using existing databases. With the assistance of the City of Rotterdam's Centre for Research and Statistics (COS) we have selected, collected and monitored various statistical series. We conduct discussions with citizens based on this numerical data. The interaction between researchers, citizens and administrators results in shared interpretations of the Pact's outcomes. These shared interpretations augment the commitment to the process. Citizens are offered the leeway to draw their own conclusions about the benefits or outcomes of the Pact. Administrators also set these benefits against the costs. Together they decide the desired adjustment in course, thereby ploughing information back into the managerial process in a productive manner.

· *Comparison with the surrounding area: Rijnmond*

In order to determine progress against the goal of 'levelling up the environmental values' we need a unit of comparison. The scale of the Rijnmond region seems to be a complicating factor in this. For most of the proposed key indicators there is no information for Rijnmond. Municipalities in Rijnmond work with different statistical models: small municipalities have less

information available to them than larger ones. This applies specifically to the indicators that are important in order to gauge relative progress in the Pact area. For example, indicators such as school drop-out rates, the public safety index and neighbourhood satisfaction cannot be measured at the scale of Rijnmond, because municipalities do not have the same information available to them. In addition, Rijnmond is composed of a mix of small and large municipalities that in many respects exhibit incommensurable social circumstances. On the one hand there are several large municipalities that seem to resemble Rotterdam in the social issues and problems they face (Schiedam and Vlaardingem), while on the other there are a number of municipalities large and small that were once post-war 'growth cores' but where greying populations now predominate (Hellevoetsluis, Capelle, Spijkenisse). The Rotterdam average clearly distorts the average in Rijnmond because of the city's size. It is therefore highly questionable whether it can serve as a relevant framework of comparison with respect to statistical data, so comparison with the Rijnmond region is unfeasible.

This prompted a search for a different framework of comparison, and the choice fell on an index with several indicators that are sufficiently reliable and are already measured in relevant frameworks of comparison. We have compared the Pact area, the three boroughs of Charlois, Feijenoord and IJsselmonde, and the 20 districts within these boroughs against the 'Vogelaar Neighbourhoods', the urban priority areas, elsewhere in Rotterdam, Amsterdam, The Hague and Utrecht, using the Kids Count (Kinderen in Tel) index compiled

by the Verwey-Jonker Institute. This instrument makes it possible to compare all municipalities in the Netherlands. We have removed indicators that can only be ascertained on a city-wide scale and not at the level of the districts in Zuid, from the index. The Kids Count index therefore provides insight into the quality of the circumstances under which children are growing up. On the basis of six indicators – reports of child abuse, children living in poverty, youth unemployment, juvenile delinquency, the number of special needs pupils and teenage mothers – it is possible to make an analysis of this quality and the corresponding trend-wise shift. All these details can be specified down to the level of the four-digit postcode.

■ KEY INDICATORS

The key indicators are present in every web. The feasibility of this approach was assessed in conjunction with the COS, resulting in a reduction to a list of four indicators that are readily available. The theory is that when the web extends along the axes it indicates the progress of the Pact area in question compared to the Rest of Rotterdam.

· *Average income levels*

The increase in income in Rotterdam Zuid is gauged by the percentage of inhabitants in three income bands: low, middle and high. The balance between low, middle and high incomes must be improved in order to at least progress towards the socio-environmental values for Rotterdam as a whole. The proportion of mid-

dle incomes must rise more swiftly and the proportion of low incomes must fall faster than in Rotterdam as a whole in order to make up the financial lag.

· *Public safety index*

The second indicator is the public safety index. The index is an important factor for the Pact, by offering a simple but thorough and proven impression of the perception of the everyday public safety in an area. Public safety is important for the area's image. The index is compiled from a series of subjective and objective data.

· *Neighbourhood satisfaction*

Satisfaction with the living environment is a key variable in the monitor and is directly linked with one of the Pact's secondary objectives. It is also a straightforward indicator that can be easily interpreted and can be supplied at the required scales. One drawback with this indicator is that it also serves as a component in the safety index. As a consequence the web can only be used descriptively, because the double measurement means that overlapping effects are ensconced in the model.

· *WOZ value*

The fourth indicator is the development of the WOZ value (the taxable value of property as determined under the Dutch Real Estate Appraisal Act) relative to the average in the surrounding area. This is an important indication of how attractive it is to own a home in Zuid.

From 2007, the WOZ values are to be assessed annually. The statistics are available at the relevant scales, making it possible to monitor the relative developments from year to year. It is also possible to cast one's gaze back a few years. The data used here are drawn from the assessment rounds in 2005 and 2007, but relate to the value as of valuation dates in January 2003 and January 2005, respectively. This indicator gives the development of property values in the area in outline. The relative appreciation should therefore be greater than that for the environmental values. The WOZ value can be standardised to a value per square metre, giving a more accurate indication of the appreciation in value.

These four indices and indicators were used for the visual baseline in the photo book *Samenwerken aan Pact op Zuid* (Teamwork for the Pact op Zuid, also known as the 'Leporello'), which was published in October 2007. Below are additional indicators on which further work must be carried out, though they might prove important to incorporate in the monitor in future years.

· *Selective migration index*

One of the Pact's secondary objectives is the reduction of selective migration to zero. Research is being conducted into the symptoms and backgrounds to selective migration, but it will provide no information about individual neighbourhoods. One option currently being pursued is the possibility of specifying migratory flows by income and source of income at the borough level (namely the influx and departure of underprivileged people) via Statistics Netherlands (Centraal Bu-

reau voor de Statistiek, or CBS). This information will become available around the summer. The selective migration indicator cannot be incorporated in the web, because selective migration is not a de facto measure but a measure of flow. We can, however, present selective migration in a separate table.

· *Social index*

We are also endeavouring to establish a tie-in with the social index. The methodology for this index has now been developed and tested in 13 districts. Since 1 January 2008, the data for these 13 districts has been available on the COS website, since borough councils are expected to make use of this data when devising their district action programmes. The fieldwork for the social index for every neighbourhood in the city is ongoing. The social task of the Pact is a mainstay of the whole project. The COS will propose the conversion of the neighbourhood scores into scores by borough and the Pact area to the steering committee for the social index.

· *School drop-out rates*

The fourth indicator is school drop-out rates, i.e. leaving school without a basic qualification. The organisations consider the reduction of this rate as a crucial outcome for the Pact. The more young residents without basic qualifications, the greater the likelihood of youth unemployment, low income and criminal activity. If youngsters remain at school for two more years, their lifelong earning potential increases by €1 mil-

lion. The converse is also true: the earlier youngsters quit school, the greater the likelihood of them earning a low income and becoming involved in criminal activities. There are two problems with the statistics for school-leavers. Firstly, there is an issue with the data being up to date: the statistics available are from 1 January 2006 and are only available by neighbourhood as defined by the CBS, so elaboration down to the scale of the boroughs and the Pact area still needs to be organised. Secondly, the school drop-out rate is also a component of the social index.

• *Conclusions regarding the indicators*

We have selected eight indicators that, when combined, measure the development of the three mainstays: social, economic and physical. These key indicators correspond in broad outline (though more succinct) with the indicators that Minister Ella Vogelaar wishes progress to be monitored in the urban priority areas. We have also borne in mind the critique of these indicators by Sako Musterd *et al.* (August 2007). We begin with a web diagram with four axes that represent social, economic, physical and safety factors for which data are readily available.

Table 1: An overview of the indicators

INDICATORS/INDICES	DESCRIPTOR	PROCEDURE/MEASURE
Income	low, middle, high	Data available from the CBS for 2004
School drop-out rate	leaving school without a basic qualification	In conjunction with COS and JOS
WOZ value	relative development of house prices annually	Now available
Neighbourhood satisfaction	contentment with the residential environment	Derived from the public safety index
Selective migration	migration motives and differences in characteristics of settlers and leavers	Under development, in test phase
Public safety index	perception of actual safety	Registration data for 2006 and measurement from spring 2007
Social index	social cohesion and resilience	Under development, in test phase
Kids Count index	quality of conditions for growing up	Available for 2003 - 2005

· *Neighbourhood early warning systems*

Why don't we use the PPC score (i.e. Potential Problem Cumulation) from the neighbourhood early warning system? Calculating this score is labour-intensive. Detailed discussion and substantive interpretation of the results of the neighbourhood alert monitor is always necessary before it can be considered a true signal. This would mean having to conduct a great many conversations with residents and relevant professionals in each neighbourhood, which is expensive and time-consuming. For the vast majority of neighbourhoods in the Pact area this methodology was considered overly labour-intensive for this monitoring process.

· *Kids Count*

In order to determine the state of affairs with regard to the goal of 'levelling up the neighbourhood scores' we have used a relevant unit of comparison, namely an index with several indicators that are sufficiently robust and are already being monitored in similar districts elsewhere. This index is called 'Kids Count' ('Kinderen in Tel') and is published by the Verwey-Jonker Institute. This index is composed of 12 indicators, but six can be determined only on the city-wide scale so we have ignored these for the purposes of our index. The index normally serves as a measure of 'child-friendliness', but the Kids Count index as employed here is more a

measure of the degree of child deprivation in a particular neighbourhood. The six remaining indicators are reports of child abuse, children living in poverty, youth unemployment, juvenile delinquency, the number of special needs pupils and teenage mothers. These details are specified down to the four-digit postcode level. This index dovetails with the goals set out in the 'Norm Jeugd op Zuid' ('Youth in South Norm'), which is one of the programmes run by the Pact partners in association with all the relevant educational institutions in Rotterdam.

■ EXPLANATORY NOTES FOR THE WEB DIAGRAMS

For the rendering of each web diagram, the scores for the indicators were converted into the difference from the average for Rotterdam minus the Pact area, the 'Rest of Rotterdam'. This benchmark is set at 100. A score of 90 means that the district in question scores 10% below this average (for the score of 70 that is 30% lower). The public safety index would normally be presented as a number between 0.0 and 10.0. To give an example of the recalculation we use: the score for the borough of Feijenoord (6.3) is compared against the average for the Rest of Rotterdam (7.6), which results in a score of $(6.3 / 7.6) * 100 = 83$ in 2006. The score for the borough of Feijenoord is therefore 17% lower than for the Rest of Rotterdam outside the Pact op Zuid area.

· Income

The most recent income data are drawn from the *Regionaal Inkomensonderzoek 2005* (Regional Income Study

2005) by Statistics Netherlands (CBS). This presents the income of households as gauged on 1 January 2006 for the fiscal year 2005. The low-middle-high segmentation is based on the national decile distribution: low incomes are the lowest 40% of the national distribution (up to €22,200), middle incomes are the next 40% (up to €40,600) and high incomes are the upper 20% (€40,600 and above).

· WOZ value

The WOZ value as determined by the Inland Revenue in 2007 relates to the value (on the free market) on 1 January 2005 and on 1 January 2003. The appraisal is based on the value two years previously. The average WOZ value has been calculated for the housing stock as of 1 January 2007, excluding dwellings for which the 2005 WOZ value or the surface area is unknown. This explains the deviation from the averages as presented in the *Charlois zet door* (Charlois stays the course) and *Feijenoord in beeld* (Feijenoord: a portrait) reports.

· Public safety index

The data presented here are drawn from the City of Rotterdam's Veiligheidsindex (Public Safety Index) for 2005 and 2006, which made use of reported crime data for 2006 and a resident survey in early 2007.

· Neighbourhood satisfaction

These data are drawn from a resident questionnaire employed in the 2006 Public Safety Index. The re-

sponses of 'satisfied' and 'highly satisfied' in answer to the question 'How satisfied are you with living in your neighbourhood?' were combined. The total indicates the degree to which the residents are satisfied with their neighbourhood.

· *Zuiderpark*

Data about Zuiderpark (a CBS-defined district within the borough of Charlois) are incomplete, which is why this district has not been included in the overview.

· *Explanatory notes for the photographic material*

It is up to the viewer to determine the story a photo tells. The image is interpreted by the beholder, the 'eye of the beholder' as described by Mary Douglas (1966:2). It is likely that everyone involved in the Pact perceives Rotterdam Zuid in a different way. Citizens, administrators and professionals all have their personal view of the world, which is also the key value of the photos in determining the baseline. It is as if you were walking through the districts yourself, making an appraisal of the situation *in situ*. It opens up the possibility of combining different perspectives into an overall impression. A future inhabitant of Zuid also takes such images into consideration when choosing a place to live and work.

- Photos of the layout and state of gardens and balconies reveal more about how people organise their living environment.

- Photos of signs and notices in the district capture the social engagement that administrators want to propagate by means of this Pact.
- Photos of shops illustrate entrepreneurial verve and the way small businesses treat their customers. Photos of construction activities tell stories about architects and their views about functional design and aesthetics.

Photos also record whether and how progress is being achieved at a certain spot.

According to Paulo Freire (1972), a photo can be employed as a summary of everyday reality that serves as an invitation to enter into dialogue. Images have a universal power of expression. Visual material therefore has a role to play in situations where language barriers exist. Take, for example, situations in which cultures with different languages and idioms encounter each other and misunderstandings arise. Since people from different disciplines are collaborating in the Pact, photos can assist in their communication with each other about the tasks that Zuid faces. They can, moreover, help bridge the gap between citizens and administrators.

Each image tells a true story about the everyday life of people in Zuid. In IJsselmonde's shopping centre (Keizerswaard), for example, you can count at least 20 different people with a rollator or mobility scooter in half an hour. An image of this illustrates the local demographic and conveys something about the challenges facing the local economy.

We talk about 'a true picture'. Honest photography takes context- and time-related factors into account. A photo may well capture with 100% accuracy what you can see as an observer, but each photographer makes personal and culturally rooted choices. Each image unmistakably omits the spatial context beyond the chosen frame. A camera can zoom in or zoom out, but it is always delimited. In addition, photographic stills lack information about the process over time, before and after the shooting of the photo. A conflict that suddenly flares up in a peaceful street can therefore present an erroneous impression of what it is like to live or work there. When taking and selecting these photos we have attempted as far as possible to capture a true picture, specifically presenting images that can be generalised in terms of context and time.

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The table below shows that the scores for Pendrecht and Tarwewijk rank these two districts among the six districts where the degree of child deprivation is greatest when compared against all the ‘Vogelaar Neighbourhoods’ in the four major cities in the Netherlands (G4). By contrast, the ranking of the districts of Beverwaard/

Oud-IJsselmonde and Zuiderpark/Wielewaal are relatively favourable, even comparable to the Rest of Rotterdam. The same picture emerges on page 30, where the Pact op Zuid districts are compared on the basis of the four variables in the web.

• *Comparison with the surroundings: Vogelaar Neighbourhoods in the four major cities*

		RANK 2005	RANK 2006
Pendrecht	Rotterdam	2	1
Schiemond	Rotterdam	1	2
Tussendijken	Rotterdam	13	3
Spangen	Rotterdam	5	4
Delfshaven	Rotterdam	11	5
Tarwewijk	Rotterdam	4	6
Oud-Crooswijk	Rotterdam	16	7
Stationsbuurt	○ 's-Gravenhage	3	8
Afrikaanderwijk/Katendrecht	Rotterdam	9	9
Oude Noorden	Rotterdam	6	10
Bloemhof	Rotterdam	10	11
Schilderswijk	○ 's-Gravenhage	18	12
BOROUGH OF CHARLOIS	Rotterdam	7	13
Hillesluis	Rotterdam	17	14
Lombardijen	Rotterdam	27	15
Oude Westen	Rotterdam	12	16

Nieuwe Westen		Rotterdam	28	17
BOROUGH OF FEIJENOORD		Rotterdam	22	18
Den Haag Z-West	○	's-Gravenhage	20	19
PACT OP ZUID		Rotterdam	21	20
Transvaal	○	's-Gravenhage	25	21
Carnisse/Zuidplein		Rotterdam	23	22
Zuidwijk		Rotterdam	8	23
Ondiep	○	Utrecht	14	24
Feijenoord/Noordereiland/Kop van Zuid		Rotterdam	24	25
Bospolder		Rotterdam	15	26
Groot-IJsselmonde		Rotterdam	31	27
Rubroek		Rotterdam	29	28
Amsterdam Noord	○	Amsterdam	32	29
Middelland		Rotterdam	36	30
Oud-Charlois		Rotterdam	26	31
BOROUGH OF IJSSELMONDE		Rotterdam	33	32
Heijplaat		Rotterdam	19	33
Overvecht	○	Utrecht	37	34
Bijlmer	○	Amsterdam	34	35
Kanaleneiland	○	Utrecht	30	36
Kleinpolder		Rotterdam	44	37
Amsterdam Oost	○	Amsterdam	40	38
Nieuw West	○	Amsterdam	39	39
Zuilen Oost	○	Utrecht	42	40
Bos en Lommer	○	Amsterdam	43	41
Vreewijk		Rotterdam	41	42
Provenierswijk		Rotterdam	35	43
Beverwaard/Oud-IJsselmonde		Rotterdam	38	44
Rest Rotterdam		Rotterdam	45	45
Bergpolder		Rotterdam	46	46
Zuiderpark/Wielewaal		Rotterdam	47	47

■ DATA FOR THE PACT OP ZUID COMPARED WITH THE REST OF ROTTERDAM

January 2005 and January 2006

	SCORE	SCORE	CHANGE	2006 INDEX
PACT OP ZUID	2005	2006	2005/2006	REST OF R'DAM = 100
Neighbourhood satisfaction (%)	73	73	0	89
Middle and high incomes (%)	40	41	1	84
woz value / m ²	1526	1684	158	84
Safety index*	61	65	4	86
Kids Count (rank)	21	20	-1	

	SCORE	SCORE	CHANGE	2006 INDEX
REST OF ROTTERDAM	2005	2006	2005/2006	REST OF R'DAM = 100
Neighbourhood satisfaction (%)	81	82	1	100
Middle and high incomes (%)	48	49	1	100
woz value / m ²	1846	1997	151	100
Safety index	73	76	3	100
Kids Count (rank)	45	45	0	

* For ease of comparison on this page and the pages following, the public safety index is adjusted to a benchmark of 100 for the Rest of Rotterdam, as was the case in each of the web diagrams on the preceding pages.

■ COMPARISHON OF DATA FROM THE THREE BOROUGHS

January 2005 and january 2006

	SCORE	SCORE	CHANGE	2006 INDEX
	2005	2006	2005/2006	REST OF R'DAM = 100
BOROUGH OF CHARLOIS				
Neighbourhooood satisfaction (%)	71	71	0	87
Middle and high incomes (%)	35	36	1	73
woz value / m ²	1378	1552	174	78
Safety index	54	58	4	76
Kids Count (rank)	7	13	6	
 BOROUGH OF FEIJENOORD				
Neighbourhooood satisfaction (%)	71	73	2	89
Middle and high incomes (%)	39	40	1	82
woz value / m ²	1558	1696	138	85
Safety index	60	63	3	83
Kids Count (rank)	22	18	-4	
 BOROUGH OF IJSSELMONDE				
Neighbourhooood satisfaction (%)	78	76	-2	93
Middle and high incomes (%)	47	48	1	98
woz value / m ²	1665	1829	164	92
Safety index	69	75	6	99
Kids Count (rank)	33	32	-1	

■ DATA FOR PACT OP ZUID DISTRICTS

By borough, data as of january 2005 en january 2006

	SCORE	SCORE	CHANGE	2006 INDEX
	2005	2006	2005/2006	REST OF R'DAM = 100
CARNISSE				
Neighbourhood satisfaction (%)	74	64	-10	78
Middle and high incomes (%)	33	35	2	71
woz value / m ²	1369	1561	192	78
Safety index	58	58	0	76
Kids Count (rank)	23	22	-1	See Zuidplein
HEIJPLAAT				
Neighbourhood satisfaction (%)	69	79	10	96
Middle and high incomes (%)	46	47	1	96
woz value / m ²	1644	1830	186	92
Safety index	75	84	9	111
Kids Count (rank)	19	33	14	
OUD-CHARLOIS				
Neighbourhood satisfaction (%)	64	73	9	89
Middle and high incomes (%)	37	39	2	80
woz value / m ²	1399	1616	217	81
Safety index	46	57	11	75
Kids Count (rank)	26	31	5	
PENDRECHT				
Neighbourhood satisfaction (%)	63	63	0	77
Middle and high incomes (%)	35	36	1	73
woz value / m ²	1344	1486	142	74
Safety index	49	47	-2	62
Kids Count (rank)	2	1	-1	

	SCORE	SCORE	CHANGE	2006 INDEX
TARWEWIJK	2005	2006	2005/2006	REST OF R'DAM = 100
Neighbourhoood satisfaction (%)	68	65	-3	79
Middle and high incomes (%)	29	33	4	67
woz value / m ²	1144	1323	179	66
Safety index	45	53	8	70
Kids Count (rank)	4	6	2	
WIELEWAAL				
Neighbourhoood satisfaction (%)	86	97	11	118
Middle and high incomes (%)	31	33	2	67
woz value / m ²	1314	1480	166	74
Safety index	85	92	7	121
Kids Count (rank)	47	47	0	
ZUIDPLEIN				
Neighbourhoood satisfaction (%)	75	80	5	98
Middle and high incomes (%)	41	37	-4	76
woz value / m ²	1577	1648	71	83
Safety index	49	44	-5	58
Kids Count (rank)	23	22	-1	See Carnisse
ZUIDWIJK				
Neighbourhoood satisfaction (%)	76	82	6	100
Middle and high incomes (%)	38	37	-1	76
woz value / m ²	1461	1609	148	81
Safety index	67	68	1	89
Kids Count (rank)	8	23	15	

	SCORE	SCORE	CHANGE	2006 INDEX
	2005	2006	2005/2006	REST OF R'DAM = 100
AFRIKAANDERWIJK				
Neighbourhood satisfaction (%)	72	72	0	88
Middle and high incomes (%)	35	37	2	76
woz value / m ²	1327	1479	152	74
Safety index	54	56	2	74
Kids Count (rank)	9	9	0	See Katendrecht
BLOEMHOF				
Neighbourhood satisfaction (%)	60	66	6	80
Middle and high incomes (%)	34	36	2	73
woz value / m ²	1456	1585	129	79
Safety index	43	55	12	72
Kids Count (rank)	10	11	1	
FEIJENOORD				
Neighbourhood satisfaction (%)	70	78	8	95
Middle and high incomes (%)	30	33	3	67
woz value / m ²	1522	1569	47	79
Safety index	62	70	8	92
Kids Count (rank)	24	25	1	
HILLESLOUIS				
Neighbourhood satisfaction (%)	72	64	-8	78
Middle and high incomes (%)	38	38	0	78
woz value / m ²	1308	1413	105	71
Safety index	55	56	1	74
Kids Count (rank)	17	14	-3	

	SCORE	SCORE	CHANGE	2006 INDEX
KATENDRECHT	2005	2006	2005/2006	REST OF R'DAM = 100
Neighbourhoood satisfaction (%)	68	73	5	89
Middle and high incomes (%)	34	34	0	69
woz value / m ²	1449	1568	119	79
Safety index	63	57	-6	75
Kids Count (rank)	9	9	0	See Afrikaanderwijk
KOP VAN ZUID – ENTREPOT				
Neighbourhoood satisfaction (%)	84	81	-3	99
Middle and high incomes (%)	63	65	2	133
woz value / m ²	1936	1998	62	100
Safety index	81	80	-1	105
Kids Count (rank)	24	25	1	See Feijenoord
NOORDEREILAND				
Neighbourhoood satisfaction (%)	87	87	0	106
Middle and high incomes (%)	42	40	-2	82
woz value / m ²	2031	2101	70	105
Safety index	87	86	-1	113
Kids Count (rank)	24	25	1	See Feijenoord
VREEWIJK				
Neighbourhoood satisfaction (%)	72	76	4	93
Middle and high incomes (%)	41	40	-1	82
woz value / m ²	1681	1942	261	97
Safety index	62	65	3	86
Kids Count (rank)	41	42	1	

	SCORE	SCORE	CHANGE	2006 INDEX
	2005	2006	2005/2006	REST OF R'DAM = 100
BEVERWAARD				
Neighbourhood satisfaction (%)	71	71	0	87
Middle and high incomes (%)	54	54	0	110
woz value / m ²	1556	1691	135	85
Safety index	63	71	8	93
Kids Count (rank)	38	44	6	
GROOT-IJSSELMONDE				
Neighbourhood satisfaction (%)	81	77	-4	94
Middle and high incomes (%)	45	44	-1	90
woz value / m ²	1662	1828	166	92
Safety index	68	70	2	92
Kids Count (rank)	31	27	-4	
LOMBARDIJEN				
Neighbourhood satisfaction (%)	74	74	0	90
Middle and high incomes (%)	41	42	1	86
woz value / m ²	1594	1772	178	89
Safety index	63	79	16	104
Kids Count (rank)	27	15	-12	
OUD-IJSSELMONDE				
Neighbourhood satisfaction (%)	88	86	-2	105
Middle and high incomes (%)	64	70	6	143
woz value / m ²	2095	2260	165	113
Safety index	100	97	-3	128
Kids Count (rank)	38	44	6	

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