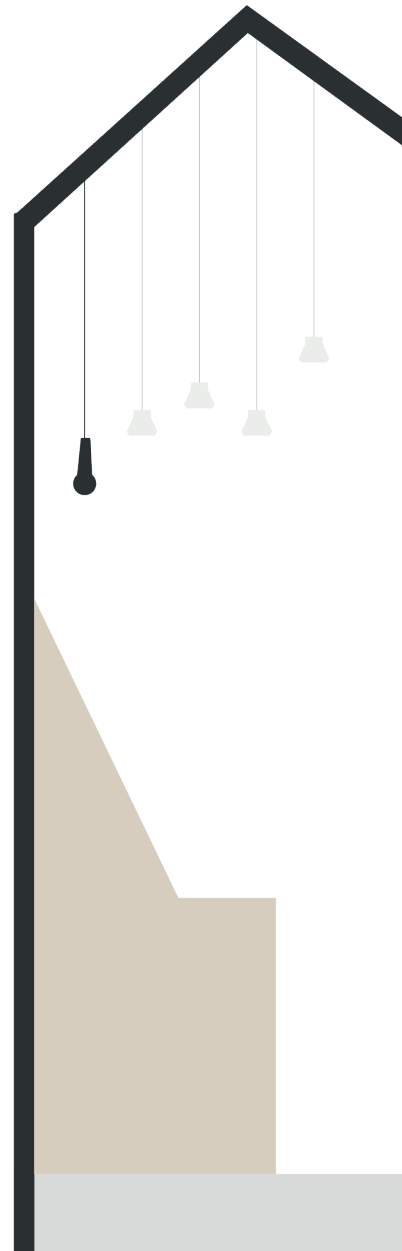


# BuurThuis

*a citizen participation tool*

that stimulates citizens to **feel home** in their neighborhood

Linda Smit







# BuurThuis

---

*a citizen participation tool*

that stimulates citizens to **feel home** in their neighborhood

**Linda Smit**

---

# **Colofon**

## **Master thesis**

BuurThuis: a citizen's participation tool that stimulates the feeling home in the neighborhood

## **Author**

Linda Smit  
Master Design for Interaction  
Faculty of Industrial Design Engineering  
Delft University of Technology

## **Supervisory team**

Dr. I. J. Mulder (Delft University of Technology)  
Dr. Ir. T. Jaskiewicz (Delft University of Technology)

## **Initiated by**

Research project:  
European Commission Horizon 2020 - Open4Citizens  
[www.open4citizens.eu](http://www.open4citizens.eu)

*Date of graduation: May 25, 2018*



# Executive summary

## Master thesis BuurThuis

Many cities in the Netherlands have poor areas that have to deal with a lot of social problems. One of the approaches that policymakers use to improve these areas is the so-called gentrification approach. In this approach policy makers renovate and rebuild parts of the neighborhoods in order to attract more 'better educated' citizens to these neighborhoods. Although it seems this approach enables a mix of different social capitals, research show the opposite. A lot of research is conducted on how these negative effects of gentrification can be reduced. Most interventions are focused on improving social cohesion. There is a discussion in literature about the effectiveness of this strategy.

According to Van der Graaf (2009) the solution is not to understand how to solve the social cohesion, but to research the actual causes of this lack of social cohesion. The changes in spatial elements and social structure that gentrification implies, lead to a decreased or even a disappeared attachment to the neighborhood. The aim of this master thesis is to investigate how the feeling home of residents in neighborhoods that are being transformed could be improved. A research through design approach has been used to perform this research. This research provides a new perspective on how policymakers can deal with the negative effects of gentrification.

A conceptual framework of the feeling home is developed to understand how to research the feeling home in neighborhoods. Four aspects are highlighted in this conceptual framework: identity, social practices, social network and public spaces. A case study in Spangen is conducted to investigate how these four aspects manifest in a neighborhood.

Spangen is characterized as a neighborhood with a diversity of people and high involvement. Although it seems that the high involvement solves the problems with gentrification in Spangen, it reinforces the gap between strong (close friend) and weak ties (acquaintance) in Spangen. This high involvement is often the result of the effort of particular groups (strong ties) that are not representative for the neighborhood. There are also residents that do not even have weak ties in the neighborhood. This gap explains also why public spaces in Spangen are often (partly) appropriated by one group. A group with strong ties that excludes others from using the place.

This gap is visible when a citizen's initiative is requested for this public space. The groups that initiate the initiative usually operate individual and that often results in social exclusion and conflict. The municipality of Rotterdam mainly supports the initiators in the development process of the initiative. This reinforces the power of the initiators. Other residents are not satisfied with their share in the process or even not aware of the possibilities to

be involved. Therefore, the design aims to make the development process of a citizen's initiative in public space accessible for interested residents to create representative public support for the initiative.

An explorative prototype approach resulted in a proof of concept: BuurThuis. BuurThuis shows that by making participating more accessible, people are able to appropriate the place and to explain their needs towards the place and the place. Since both aspects are needed to feel home, BuurThuis presents a participation tool that stimulates the feeling home.

BuurThuis shows that is not always needed to foster real-life interaction between people in contrary what most policymakers strive for. As long as nothing changes, people do not encounter the new social structure. This new social structure is only a problem when one group changes something in the neighborhood. These insights of this research support the research of Van der Graaf (2009) that advices governments to focus on supporting neighborhoods to live together instead of directly connecting people.

# Acknowledgements

Master thesis BuurThuis

The last deliverable of the past six years of studying is lying in front of you, my master thesis. This is not only a master thesis that describes my graduation project of the master design for interaction at the Technical University of Delft, it is also the book that describes the story of my life previous 6 months. It communicates a part of who I am and why I feel attached to this book. I hope you can feel home in my book too and can see where I put all my effort in the previous months.

The love for the psychology of people is used to choose this topic. As a child, I always wanted to improve the world. And as I know this is not always possible. At the beginning of this project, the child in me was not gone. I wanted to solve everything and I had difficulties to choose and to scope the project. It is interesting to see that in front of you lies a book that translates the exact goal of where I a couple of months ago started with. This shows that by reframing and scoping the problem, it is possible to solve problems for a large group at the end of the project. Thanks to my coach, Tomasz, that always pushed me to find a good scope, scenario or personas to dive deeper in the actual problems of people. And without the support of my chair, Ingrid, the master thesis was not ended the exact goal that was stated. She always challenged me to find the reason behind my choices and to discover the underlying essence of my research.

Although this graduation project felt as an individual journey, this journey was not ended in this master thesis if many people did not participate in my project. The kindness and the openness of the people in Spangen supported me to make new

contacts in Spangen and to end in the large network of people that participated in the project. Both residents and authorities were always open for questions, tests and talks and without their help this master thesis was not ended like this.

The greatest thanks to my parents and boyfriend, Melle, that always were there for me to get me through this whole journey. Building my prototype (and demolishing it (;), driving me everywhere, preparing my food and reviewing my thesis. Thanks for the unconditional love and full support, you were always there when I need it and I really appreciate that.

And last but not least, I want to thank all friends, family, relatives, roommates, neighbors and studiolab members that were involved during the project to do again and again tests for me, to review my thesis or to support me with my prototype. And at least all the people I did not mention but that supported me with motivating messages and multiple coffee breaks.

Thanks for all & enjoy reading!!



# Table of contents

Master thesis BuurThuis

**Executive summary**  
**Acknowledgements**

## Introduction

Research context

### **0.1 Introduction**

Gentrification  
Context of Rotterdam  
Research aim  
Research approach  
Report structure

## Feeling home

Conceptual framework

### **1.1 Feeling home**

Method  
Feeling home  
Conceptual framework  
Conclusion

## **6** Feeling home in Spangen

**8** *Case study*

### **2.1 Identity of Spangen**

Conceptual framework: identity 30  
Method 31  
Authorities & residents of Spangen 31  
Identity of Spangen 33  
Consequences 37  
Expression 39  
Conclusions 40

### **2.2 Social practices in Spangen**

Conceptual framework: social practice 41  
Method 43  
Comparing social practices 43  
Comparing meanings of social practices 45  
Conclusions 47

### **2.3 Social network in Spangen**

Conceptual framework: social network 48  
Method 49  
Weak ties in Spangen 49  
Lack of weak ties in Spangen 52  
Conclusions 57

### **2.4 Public spaces in Spangen**

Conceptual framework: public spaces 58  
Method 59  
Vision of public spaces in Rotterdam 60  
Appropriation of public spaces 60  
Use of public spaces in Spangen 63  
Conclusions 65

**14**

14  
16  
18  
19  
21

**24**

24  
24  
24  
27

**30**

**41**

**48**

**58**



## Improving feeling home

*Integrated case study*

### **3.1 A citizen's initiative in public space 68**

Conceptual framework	68
Method	69
Citizen's initiatives in public space	70
The treehouses in Spangen	70
The effect of the treehouses on the residents	72
The solution of the municipality	74
Development of the treehouses	75
Development of a citizen's initiative in public space	77
Conclusions	79

### **3.2 Design brief 80**

Method	80
Current situation	81
Design opportunity	84
Conclusions	87

## BuurThuis

*Proof of concept*

### **4.1 BuurThuis concept 90**

BuurThuis	90
Method	92
Scenarios	93
User scenarios	94
Stakeholder scenario	112
Conclusions	115

### **4.2 Effects of BuurThuis 116**

Method	116
Important aspects of BuurThuis	118
Prototype effects	121
Conclusions	123

### **4.3 Design principles of BuurThuis 124**

Method	124
A physical object with permanent appearance	125
Social distance early in the process	125
Presenting opinions of neighbors	126
Articulating social practices	127
Personalizing citizen involvement	127
Conclusions	128

### **4.4 Developing BuurThuis 129**

Method	129
Potential of BuurThuis concept	129
Development plan BuurThuis	132
Conclusions	135

## Final conclusions

*Conclusions + discussion*

### **5.1 Conclusions & discussion 138**

Method	138
Design principles of BuurThuis	139
Strategies for Spangen	140
Application of conceptual framework	142
Advice on effects of gentrification	142
Relevance Open4Citizens	143
Personal reflection	143
Further research	145

### **Reference list 146**

### **Appendices 153**



# Introduction

00

Research context

# Introduction

## Chapter 0.1

**Many cities in the Netherlands have poor areas that have to deal with a lot of social problems (van der Graaf, 2009; Wittebrood, 2000). For years, the government has been trying to improve these areas with different approaches. One of these approaches is to renovate and rebuild these neighborhoods in order to attract more 'better educated' citizens to move to these neighborhoods. Policymakers hope that these citizens serve as a role model and supporter for the underprivileged citizens. However, research shows that these transformations still too often have a negative effect on the feeling home of the residents of these neighborhoods. The aim of this graduation project is therefore to research how the feeling home could be improved of these residents that live in those neighborhoods that are being improved.**

### Gentrification

The studied deprived areas face problems like high unemployment levels, high crime rates and racial tension. The characteristics of the problems seem only social, but policymakers see this as a consequence of the spatial design of these neighborhoods (Van der Graaf, 2009). The housing supply in these areas do not respond anymore to the needs of today's housing market. Policymakers assume that both these social problems and the mismatch on the housing market can be solved by demolishing and re-developing large parts of the neighborhood. New build should improve the liveability in the neighborhood (figure 0.1). Also, it gives current residents the possibility to grow in their own neighborhood, which was not possible before. Formerly, the promising people that could bridge the social capital deficit left the neighborhood, because of the deprived housing supply. The underprivileged people retain living close to people with the same lack of opportunities. That causes the continuation of the social problems in these neighborhoods. The aim of improving the

housing supply is to attract citizens with a higher education level and income to these neighborhoods. Policymakers believed that these citizens could help current residents to climb the social ladder, but instead a large part of these residents were imposed to move out to make room for these more privileged citizens. Although this so-called 'gentrification' approach enables a mix of different social capitals, results show the opposite.

It seems that both problems are solved with this approach. In reality, it is difficult to attract promising people to the neighborhood separate from each other, because of the bad image of the neighborhood. Therefore, this gentrification approach is accompanied by 'do it yourself' housing projects that enable moving to these neighborhoods as a group. The consequence of attracting a group of promising people instead of independent households is that an island is created within the neighborhood (figure 0.1). The new residents do not have interest in the underprivileged neighbors in

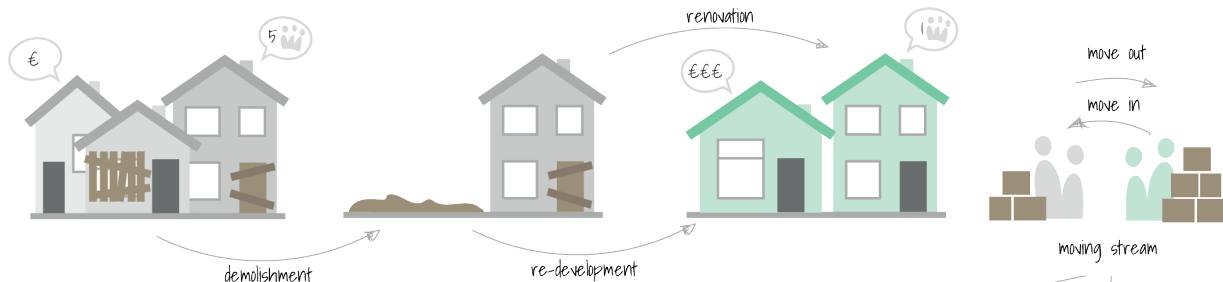
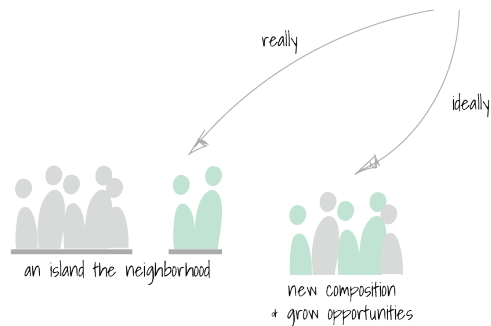


Figure 0.1: Process of gentrification

contrary to what was expected (Kleinhan, Veldboer and Duyvendak, 2000). The spatial transformations do change the appearance of these neighborhoods, but do not directly solve the current social problems. Different social groups are not interacting with each other, because people like to interact with people that are like themselves.



A lot of research is conducted on how these negative effects, caused by the spatial transformations of these deprived neighborhoods, can be reduced. Most of the interventions focus on improving social cohesion. A popular strategy is to stimulate bridging contacts between citizens with different ethnical- cultural or socio-economic backgrounds (Van Arum, Uyterlinde, Sprinkhuizen, 2009; Gijssberts & Dagevos, 2007). Research shows contrasting arguments on if this strategy actually works. A critical remark is that mixing these groups is difficult and can result into even more conflicts (Atkinson 2004). According to Van der Graaf (2009) the solution of the problem is not to understand how to solve the consequences of gentrification, namely stimulating social cohesion, but to research the actual causes that have resulted into the lack of social cohesion in these gentrified neighborhoods. The spatial

transformations have changed the identity of the neighborhood, where residents were familiar with. Physical elements changed, but also places in the neighborhood are used by different people. These changes cause that people do not feel attached to the neighborhood anymore. This attachment determines if people experience the neighborhood positively and actually feel home. In order to deal with the negative effects of gentrification, it is important to focus on the attachment residents have with their neighborhood.

Few researches are conducted on what effects gentrification has on people's feeling home in the neighborhood (Van der Graaf, 2009). The lack of feeling home could result in losing trust and safety in the neighborhood. This master thesis aims to elaborate upon the research of Van der Graaf (2009) by performing a case study in the

context of Rotterdam. A research through design approach has been used to perform the research in this master thesis that gave a new perspective on how policymakers on the municipality level could deal with the effects of gentrification.

### *Context of Rotterdam*

Rotterdam is one of these cities that used gentrification to improve deprived areas in the city (Hochstenbach, 2017). Multiple studies show that Rotterdam also have to deal with the negative effects of gentrification. The “wijkprofiel” of the neighborhood of Delfshaven shows that the focus of Rotterdam is mainly on fostering social cohesion between the citizens (Wijkprofiel Rotterdam, 2014-2018). An approach to foster social cohesion is by stimulating citizens to participate in the neighborhood. Rotterdam does not use this approach only for gentrified neighborhoods, but in the entire city. One of the core values of the municipality of Rotterdam is giving their citizens the possibility to participate in the development of the future city. The Rotterdam municipality is experimenting with stimulating citizen participation in various ways. One of these ways is a project called “Right to Challenge”. This project encourages citizens to challenge the municipality by performing municipality’s tasks better than the municipality itself.

Recent social citizen’s initiatives that resulted from experiments such as ‘Right to Challenge’ showed that the development of new collaborative networks support the improvement of the city (Uitermark 2014).

### **Open4Citizens**

This graduation project is a part of Open4Citizens, which is a 2,5-year research project funded by the European Horizon 2020 CAPS program. Open4Citizens conducts research in five different EU countries and stimulates the participation society through promoting meaningful use of open data (Open4Citizens, n.d.). Nowadays, a large amount of private and public data is available, but citizens oftentimes do not have the ability to use this data in a meaningful way. Therefore, a co-design process is developed to offer citizens the possibility to design new services together with different experts.

### *Right to challenge*

The Open4Citizens pilot in Rotterdam uses the ‘Right to Challenge’ as a theme and works in close collaboration with the Green Connection. The Green Connection is a collaborative network of initiatives in Rotterdam’s district Delfshaven, which connects different neighborhood initiatives and care institutions with green urban areas to improve health care and well-being. The

Green Connection collaboratively aims for more green in the city, and want to achieve this in various ways: by encourage people to go outside, to volunteer in the park, to connect with neighbors and to share new ideas (Beltman, 2017). Open4Citizens supports the neighborhood initiatives in self-sustaining their parks and strengthens the collaboration between citizens and municipality through co-creating new services with help of open data. A co-design process has been developed to enable these initiatives to explore the use of data for designing new urban services that support their ambitions.

This graduation project takes a broader context than these ongoing initiatives and investigates what people need to feel home in order to avoid the negative effects of gentrification. A gentrified neighborhood in Delfshaven, Spangen is therefore used as a case study. This is relevant to Open4Citizens to expand the knowledge of the needs and preferences of citizens in an entire neighborhood and to use it by developing their tools and approaches.

### **A case study in Spangen**

Spangen is a neighborhood in Delfshaven with a rich history and several transformations. From one of the worst neighborhoods in the Netherlands a couple

of years ago, Spangen transformed to the most flourishing neighborhoods of Delfshaven nowadays. Although the spatial transformations in Spangen has improved the appearance of the neighborhood, there are still social problems as is a lack of social cohesion in Spangen (Gebiedscommissie Delfshaven, 2016). This makes Spangen an interesting neighborhood to use as a case study to investigate how feeling home manifests in a gentrified neighborhood.

The changed social structure in this neighborhood has a large impact on how residents experience the public spaces in the outdoor domain of the neighborhood. Public spaces should be accessible for all residents including the new residents. In practice it is difficult for the residents to deal with the changed social structures. A new group that uses the public space could exclude another. The conflict is even more increasing, when a group of residents initiates an idea that changes something in this public space. Both changes could keep people from practicing their activities on this place and that has a negative influence on the attachment to the place.

Therefore, this master thesis uses Spangen as a case study to investigate how the feeling home manifests in a gentrified neighborhood and to use citizen's initiatives in public space to research how this feeling home could be improved.

## Research question

"How could the feeling home of residents in neighborhoods that are being transformed be improved?"

### Research aim

The aim of this graduation project is to deepen the understanding of how feeling home of residents in neighborhoods that are being transformed could be improved to prevent conflicts in the future and to ensure that a diverse group of people can live together in the same neighborhood.

This master thesis includes the findings of an extended research as well as a proof of concept that gave both insight in how these findings could be applied. Therefore, a main research question has been formulated that describes the main topic of this research.

This main research question is divided into three sub research questions that describe three different aspects of the research. The first question investigates how the topic 'feeling home' could be researched. This is used to gather insights in the second question where feeling home is investigated in the case study. The last question uses the insights in both research questions to investigate how the feeling home could be improved in the case study. The gathered insights in these three research questions together give an answer on the main research question.

### Sub questions

Research question 1 // feeling home

1. How to research the feeling home in neighborhoods?

Research question 2 // feeling home in Spangen

2. What is needed to feel home in a gentrified neighborhood?

Research question 3 // improving feeling home

3. How could feeling home in Spangen be improved?



## Research approach

A Research through Design methodology is employed to address the research question in this master thesis. This approach relies on methods and processes from design practice to research complex and conflicting problems. These problems will be approached by using knowledge and theories from many different disciplines. It employs an iterative approach to reframe the situation to result into a preferred state (Zimmerman, Stolterman, & Forlizzi, 2010). Since the theme of this master thesis describes a complex problem with multiple stakeholders that is closely related to psychological and sociological theories, this methodology is appropriate to expand the knowledge of feeling home in a neighborhood that is being transformed.

The research & design process of this graduation project is arranged in three phases: Analyze, Synthesize and Demonstrate. In each of these phases multiple qualitative research methods are conducted, including contextual

observations, interviews, expert interviews, literature research, creative sessions, user tests with explorative prototypes and a final evaluation study. All research methods are documented afterwards the methods were performed. Therefore, the quotes used in this master thesis are reformulated on basis of the notes and do not include exact wording of the interviewees or participants. An alias is used for all interviewees & participants to protect them and make the data anonymous.

The appendices are structured by the three phases of the research & design process and describes all research methods performed during the graduation project. Figure 0.2 shows how these research methods are related with the phases and where each research method can be found in the appendices. The structure of this report overlaps these three phases and include data from the entire process. Therefore, each chapter in this master thesis describes the method how the data has been employed to generate the results in the chapters.

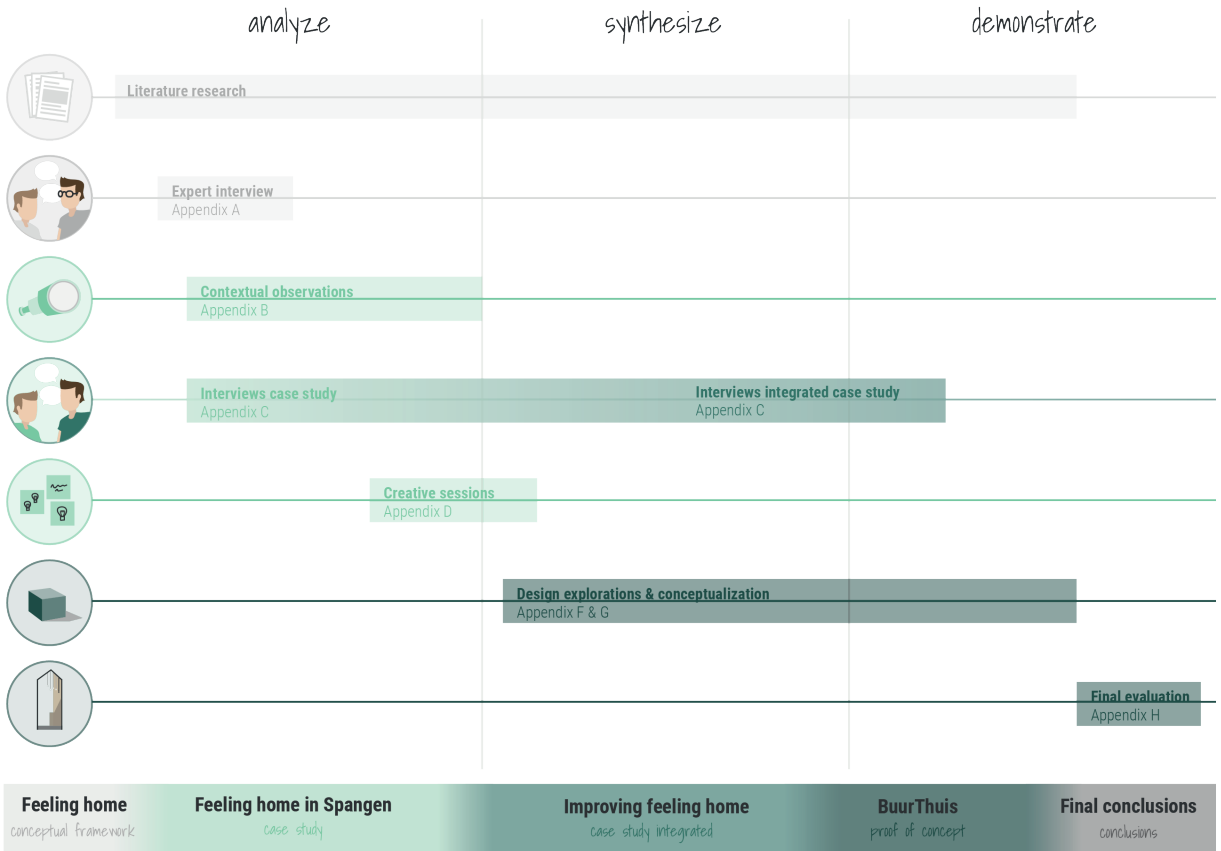


Figure 0.2: Research methods related to design process phases & report structure

## Report structure

This master thesis is built up of five sections within 13 chapters (figure 0.3). The first three sections represent a different layer in which the research is conducted, neighborhoods in general, a case study and an integrated situation in the case study. The proof of concept presented in the fourth section respond to the findings of the previous sections and is used to reflect on the different layers presented in the first three sections.

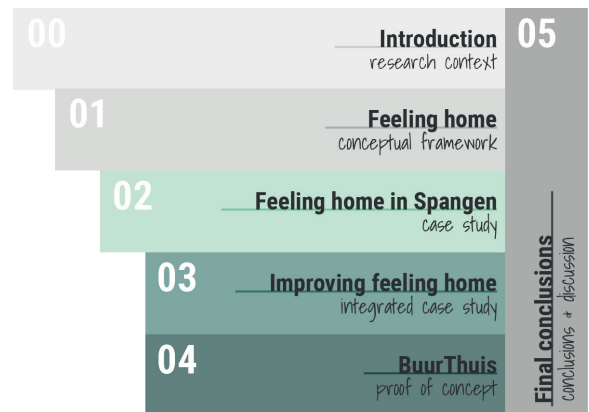


Figure 0.3: Section structure of this master thesis

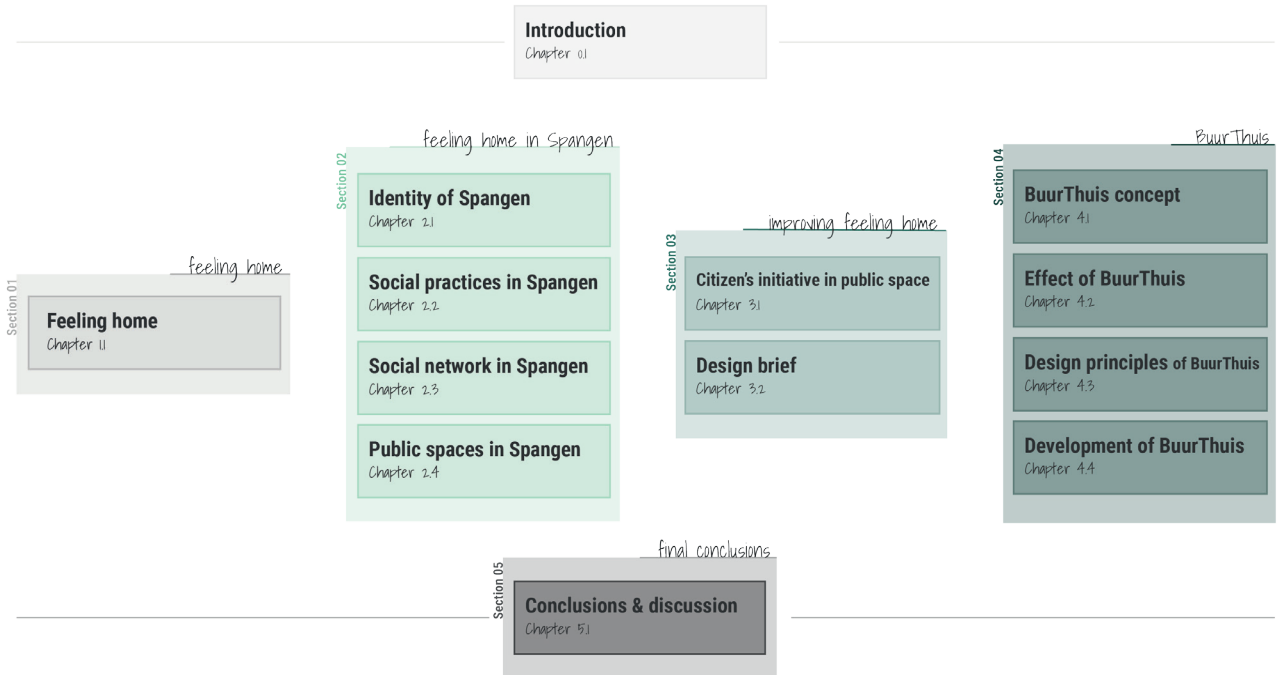


Figure 0.4: Report structure

The sections are structured in chapters that explain in more detail the theme of the section (figure 0.4). The first part investigates how to research the feeling home in a neighborhood and informed the developed conceptual framework (chapter 1.1). This conceptual framework has been used to investigate the feeling home in the case study, the gentrified neighborhood Spangen. Therefore, each of the following chapters (2.1-2.4) represent how one of four aspects highlighted in the conceptual framework: identity, social practices, social network and public spaces manifests in Spangen. This gave insight in what was needed to feel home in Spangen. These

needs were the reason for the integrated scenario in the case study that describes how citizen's initiatives in public space could influence the feeling home in the neighborhood and how to improve this situation (chapter 3.1 & 3.2). This resulted in a design goal and design criteria that are merged into a proof of concept: BuurThuis (chapter 4.1). The effect of BuurThuis is evaluated and resulted into design principles that explain how BuurThuis concept should be further developed (chapter 4.2-4.5). The insights in the proof of concept are related with the research findings in the first three section and this is presented in the final conclusions.



# Feeling home

01

*conceptual framework*

# Feeling home

## Chapter 1.1

**Feeling home is a way of self-expressing or in other words 'a way to feel free to be who you are'. People feel home in their own house, because of the people they live with and the objects that are present in the house. The everyday interactions with these people and objects makes people feel attached to their house and that is why it is called their home. The neighborhood could also be seen as a part of this home. Feeling home in the neighborhood has a different impact on people's live than feeling home in your personal house. However, it is an important factor that determines if people experience the neighborhood positively. Therefore, the aspects that are important to feel home in a neighborhood are investigated to understand how the feeling home could be researched in a certain context.**

### Method

A literature study is conducted to investigate what theories and methods are discussed in literature about feeling home in a neighborhood. An interview with the founder of 'Thuismakers Collectief' expands the knowledge of this literature study (appendix A.1). 'Thuismakers Collectief' is a collective of sociologists, psychologists and designers that focuses completely on the topic 'feeling home'.

### Feeling home

The concept of feeling home has been researched for decades and it is described with a different approach in multiple contexts (Moore, 2000) due to many factors that has shaped the concept; personal, temporal, physical, social, economic, cultural and political (Moore, 2007). Most researches describe the concept of feeling home as a selective emotion. The manifestation of this feeling differs per person and place. This means that the feeling home manifests differently in each individual household than in the neighborhood. Although this variety in

people and place, there can be a conceptual framework build on reoccurring aspects that define the feeling home in the neighborhood (figure 1.1).

### Conceptual framework

#### Feeling home in the neighborhood

Feeling home is a way of self-expression (Van der Graaf, 2009; Moore, 2007). People have the freedom to express themselves when they experience a (high) degree of control at a certain place (Moore, 2007). People express themselves with their personal identity. That makes who you are and how you want that people see you.

A personal identity will be formed by former personal experiences with social relations and places in the neighborhood and the current attachment to places in the neighborhood. The meaning of a place depends on what people do at this place. It is the bonding between the place and people that make people feel attached to it (Moore, 2000). An aspect that connects people and

places and that creates these attachments are traditions and rituals (Thuismakers collectief, 2016). The bus stop you frequently visit or your neighbor you come across on the way to this bus stop makes you familiar with places and people in the neighborhood. In literature, a ritual is described as a social practice (Maller, 2012), a pattern of interaction that is mutual and predictable. This makes the relation between the social network and the place sustainable (Moore, 2000).

Beside the fact that the social network shape places, they are also important for people to evaluate and confirm their self-identity. A person that likes running participates in a running group and will also be identified as an athletic. This also shows that a personal identity also changes with the people you are connecting with. It causes a sense of belonging to a community or group (Moore, 2007; Van der Graaf, 2009), when you feel

identified with the group. This does not mean that all people in the same neighborhood feel identified with each other, but people need to trust each other (Duyvendak & Wekker, 2015). When people are not socially excluded, the control over the neighborhood could be reinforced (van der Graaf, 2009).

Control means that together with neighbors you can make decisions over how the place should look like or what the 'rules' are at places in the neighborhood (Thuismakers Collectief, 2016). This is possible when you feel familiar with these neighbors and the place. The familiarity with other people is being reinforced when you frequently connect with them at this place. This shows that the sense of control is embroiled in all four aspects; personal identity, social practice, social network and public space and determine the environment in which people can feel home and are able to express their personal identity.

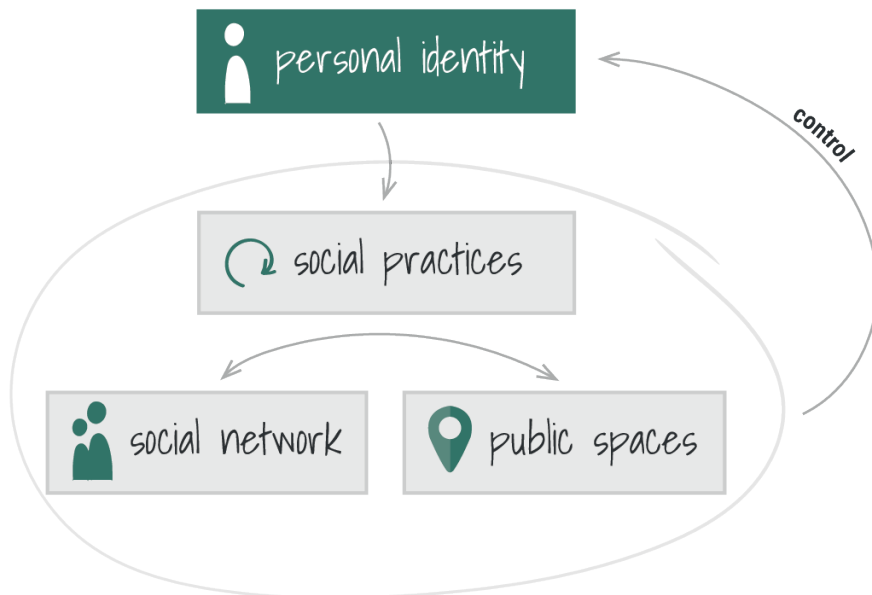


Figure 1.1: Conceptual framework 'feeling home in a neighborhood'

The various researches showed different focus and importance on the described aspects. It is not clear what aspect has a heavier impact on the concept of 'feeling home'. According to Van der Graaf (2009) some people are more attached to places, social contacts or both. Thuismakers Collectief (2016) claims that there is no critical surface between the impact on the feeling home, but the three aspects: social practices, social network and places are needed to feel home. However, they have experienced during their researches that

some aspects are more important for people than others. Because this master thesis is focused on the feeling home of people in an entire neighborhood, it is needed to include all aspect in this research.

### Feeling home in gentrified neighborhoods

Since feeling home consists of four important aspects, it is interesting to investigate what the effect is of the gentrification approach on these aspects to understand what happens with the feeling home of residents in these neighborhoods (figure 1.2). The spatial transformations in

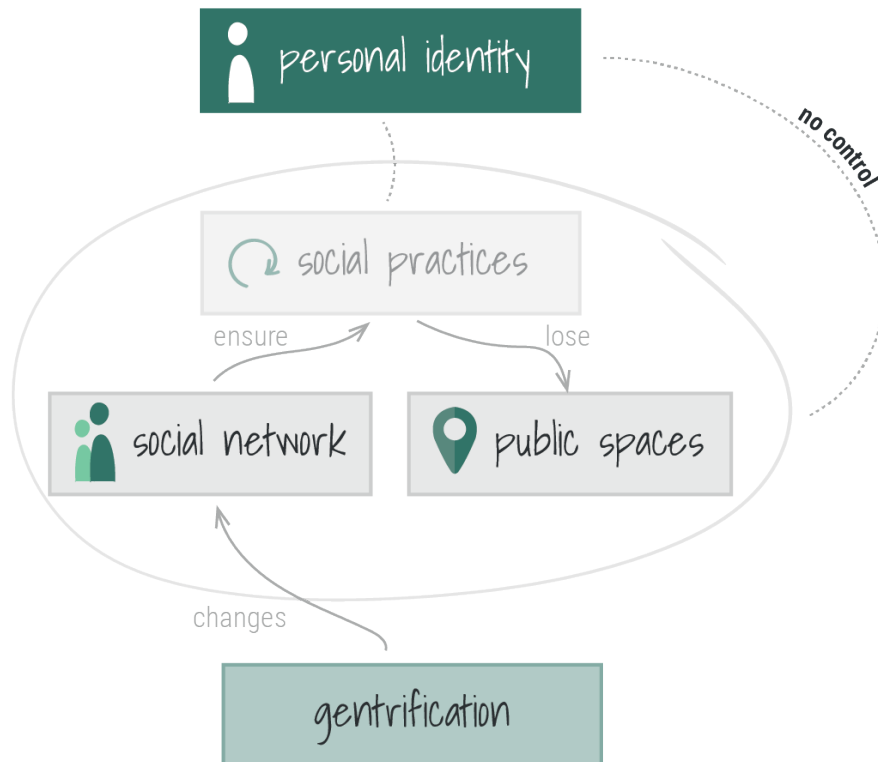


Figure 1.2: Effects of gentrification explained with conceptual framework



these neighborhoods do not only change the appearance of the neighborhood, but also the social structure. The picnic table on the square is not only used by the Moroccan family that lives across from the square, but also by the new residents from the corner of the street. The identity of these places change, because different people use places in the neighborhood. That effects why other people can or will not perform their rituals on the place anymore. The attachment people had with these places change or even disappear and that makes them lose control of this place. Places in the neighborhood do not feel comfortable and familiar as before and that also have an effect on if people feel safe at this place (Thuismakers Collectief, 2016). People are able to change and adjust this attachment to a place, but this often accompanied by conflict and dissatisfaction (Van der Graaf & Duyvendak, 2009).

### *Conclusion*

Feeling home consists of four aspects, social practices, social network and public spaces that are all important to express who you are, the last aspect your identity. The gentrification approach changes the identity of a neighborhood and that also has an effect on the three other aspects and why people experience no control to feel home in the neighborhood. Therefore, the aspects in the conceptual framework presented in this chapter could be used to research what is needed to feel home in a specific neighborhood: Spangen (case study).



# Feeling home in Spangen

02

*Case study*

# Identity of Spangen

## Chapter 2.1

The identity of a neighborhood describes who the people are in that neighborhood and how they interact. In each neighborhood live different people with a different identity; sporters, elderly, Moroccans, high educated and more. Although these people all have their own identity, there are reoccurring elements that connect people with their neighborhood. The identity of a neighborhood describes also the context in which the residents could feel home. A gentrified neighborhood in Delfshaven, Spangen, is used to understand why people feel connected to this neighborhood and what the context is in which these people need to feel home.

### Conceptual framework: identity

The identity of a person describes the context in which this person could feel home (figure 2.1). This identity changes by means of the identity of the associated social groups they belong to you (Baron & Branscombe, 2013, p. 128-129). People can have different identities depending on the social groups they are interacting with. People describe their identity in comparison to other groups (intergroup comparison). A basketball playing business man could be seen as a basketball player as well as a business man. It is the context in which he appears how he describes himself and also where people associate him with. This shows that how you experience yourself could also differ from how people arrange you. Therefore, the perspective of people that live inside the neighborhood (residents of Spangen) as well as people that have a relation with the neighborhood (authorities) can together give a good insight in what the identity is of Spangen (figure 2.2).

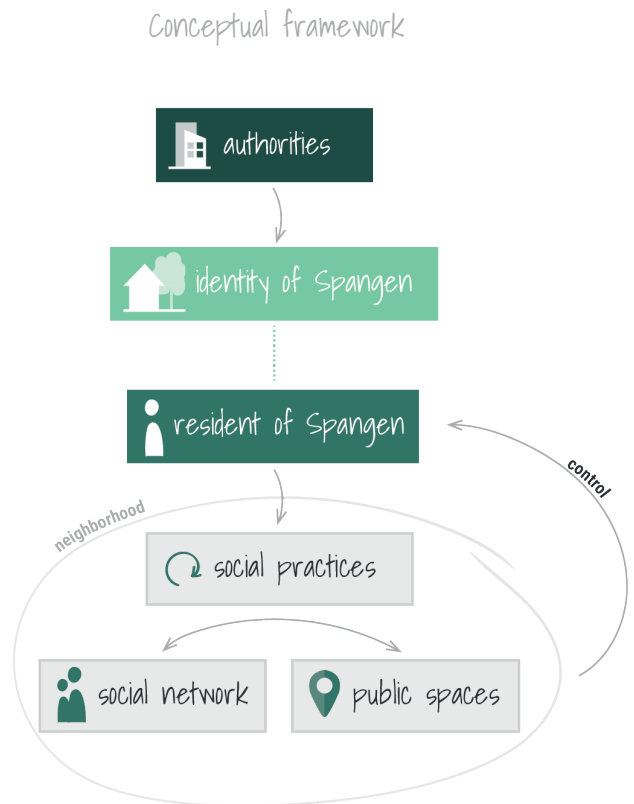


Figure 2.1: Conceptual framework: identity



Figure 2.2: Map of Spangen

### Method

A total of 10 interviews (appendix C.3) is conducted and three contextual observations (appendix B), including 15 people, were performed to investigate the identity of Spangen. Interviewees consisted of authorities that have a relation with Spangen and residents that live in Spangen. The aim of the interviews is to investigate how people describe the neighborhood and what their pride of Spangen is. The results of these interviews and contextual observations are related with data facts of the neighborhood and a historical literature research to gain a deeper understanding of the results of these qualitative researches.

### Authorities & residents of Spangen

Figure 2.3 shows an overview of the authorities and residents of Spangen that were interviewed or observed and what their mutual relation is. Detailed information about the role of the interviewees can be found in appendix C.1 & C.2.

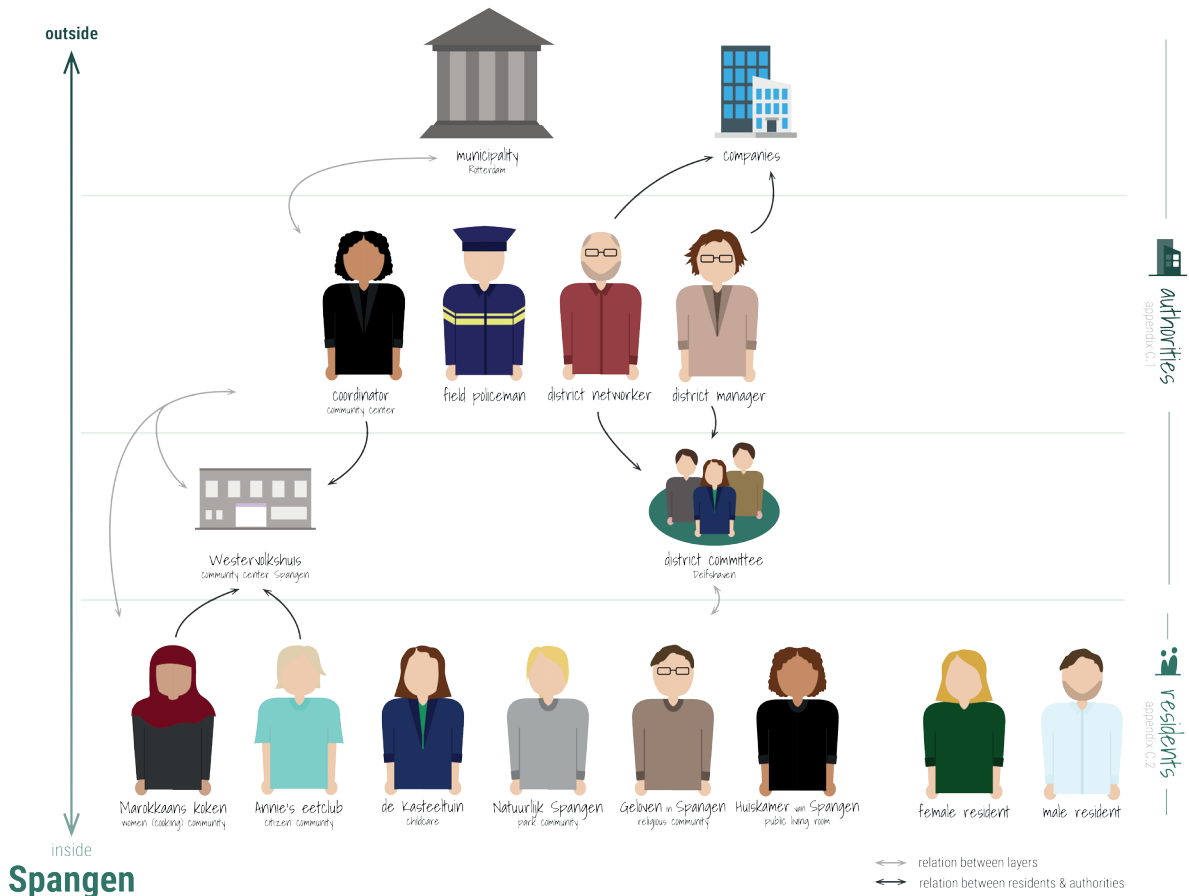


Figure 2.3: Authorities & residents of Spangen included in this master thesis

The district committee is a collaborating party in between the municipality and residents of district Delfshaven. Therefore, the committee is chosen by the residents of the district and consists of citizens with an initiative in the district and candidates of political parties in Rotterdam. The district committee has grants for citizen's initiatives and has an advisory role towards the municipality. The role of the district networker and district manager is related to the tasks of the committee. They are the networkers between the citizen initiatives, companies and municipality. Most meetings of these collaborating parties take place in

the committee center, where the coordinator is the connection between the collaborating parties, municipality, police and citizens. The field policeman walks around in Spangen and is an accessible contact in the neighborhood itself. Therefore, he notices and appeases the problems and is also the connection between the residents, police and municipality. Spangen has residents that are actively involved in the neighborhood and residents that only have a quick chat with their neighbors or do not even know their neighbors. This variety in residents is also included in the research of this master thesis.

## Identity of Spangen

The interviews with the authorities and residents of Spangen about the identity of Spangen and contextual observations were analyzed and resulted into different themes (figure 2.4). According to most people, Spangen is a recognizable neighborhood. But what makes Spangen recognizable and how does that express in an image to the

outside world and the interactions between the people? The themes contain three different layers; the origin, the consequences and the expression. These three themes are a common theme in the stories of the authorities and residents and is being described in the following paragraphs.

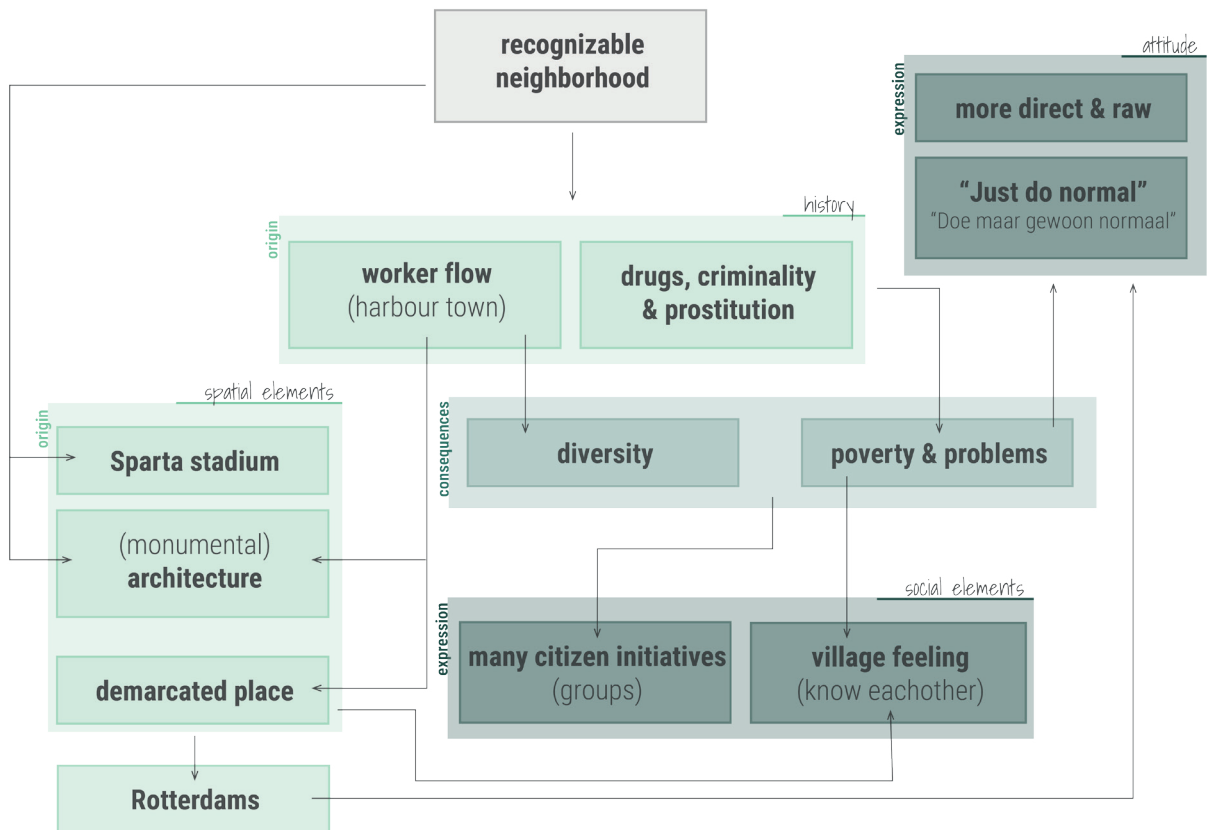


Figure 2.4: Themes identity of Spangen

## Origin

Residents of Spangen have mixed feelings about their neighborhood. In recent years, Spangen has taken a lot of stick. Therefore, the history of Spangen is not only a common theme in their stories also the authorities perceived the history as an underlying cause of Spangen's current identity (figure 2.5).

Due to the large worker flow at the end of the 19th century, cities with more than 10.000 residents had to create an expansion plan according to the Housing law in 1901 (Stichting Rotterdam Woont, 2018). The territory of Spangen was owned by the municipality, which made it possible for housing on a large scale. Because of the short time span to realize the housing in the neighborhood, the polder soil was not being heightened. This was not requisite, because Spangen is demarcated place due to Mathenesserdijk, Schie and railway (figure 2.2). Besides, the short time span also had an effect on the architecture of the neighborhood. It was built of urban blocks with a large scale of houses and often a shared private garden (Steenhuis stedenbouw/landschap & Urban Fabric bv, 2009) (figure 2.6). This type of architecture was later seen as monumental visual image of the neighborhood and has had an impact on the social cohesion of the neighborhood due to the implementation of private living.

The residents of Spangen consisted of a group prosperous natives and middle-class citizens. This had changed at the beginning of the 20's, when more uneducated workers and underprivileged immigrants relocate from Spangen (Steenhuis stedenbouw/landschap & Urban Fabric bv, 2009). After the second world war, Rotterdam was working hard to reconstruct the city after the bombardments. There was a plenty of work at the beginning of the 60's, which caused a flow of guest workers. Spangen is one of the first neighborhoods that received the guest workers due to location near the port and Van Nelle fabric. The arrival of the immigrants in combination with the developments along the prostitution and soft drugs at the end of the 80's resulted into a transmigration. A large group of prosperous natives and middle class left and made place for more immigrants and underprivileged natives (Beek,2010), which resulted in the impoverishment of the neighborhood (figure 2.5). At the end of the 90's, the situation in Spangen is so problematic that the residents came into revolt to the municipality (van Noije, 2017; Janse, 2012). This encouraged the municipality to make Spangen one of the HotSpot areas. This HotSpot approach brought scant attention to the neighborhood in the form of social enforcement and the start of spatial transformations. This resulted into an important transition point for the current residents, which also has entailed a new group of higher educated citizens that moved to the neighborhood.



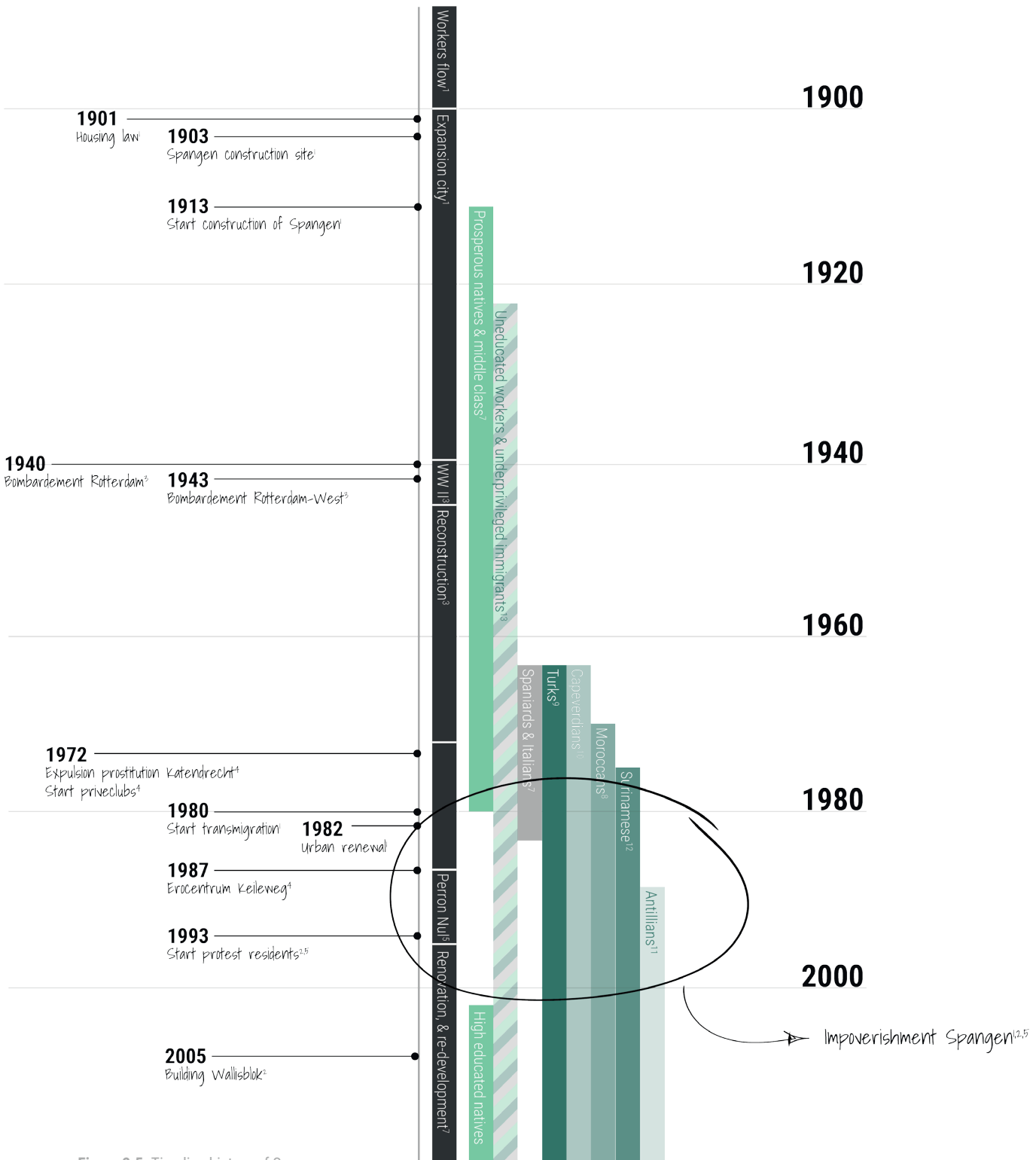


Figure 2.5: Timeline history of Spangen



Figure 2.6: Shared garden in Spangen



Figure 2.7: Diversity in Spangen



## Consequences

### Diversity

The history of Spangen has resulted into two important aspects that people use to describe the neighborhood. One of the most used themes is diversity. Although practically all residents mentioned the diversity, there is a difference in how they identify themselves with this diversity. Cohen (2000) describes this as a different meaning that people can give to a place and that also determines their experience with the place. In Spangen, there are residents that feel a part of this diversity and there are residents that only notice the diversity. This last group of people feel symbolic identified with the diversity without being involved with a diverse group of people in the neighborhood.

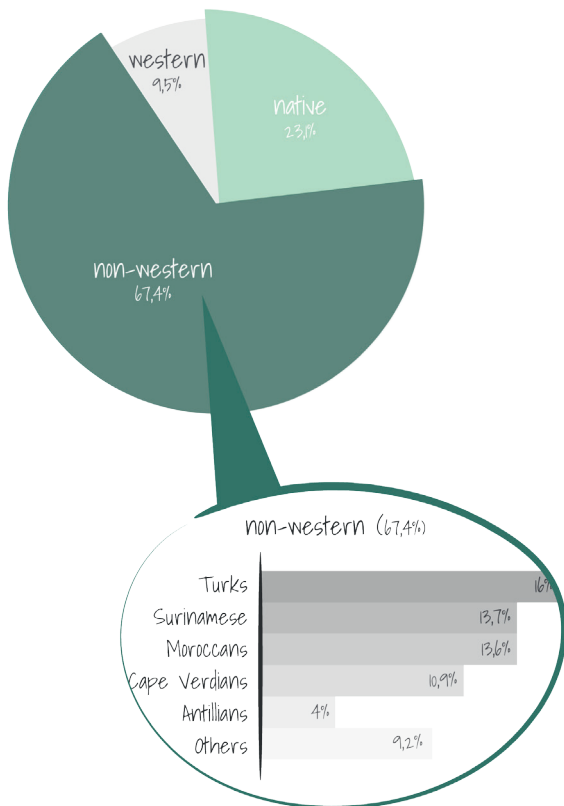


Figure 2.8: Ethnicities in Spangen

Although the residents use diversity as a different meaning to describe the neighborhood, it is a theme that connects

*"Ik vind het wel leuk om in zo'n diverse buurt te wonen. Dat zorgt er ook voor dat je makkelijk past in zo'n buurt. Ik heb niks met zo'n helemaal blanke buurt."*

*"Ik vind het wel leuk om in zo'n diverse buurt te wonen. Dat zorgt er ook voor dat je makkelijk past in zo'n buurt. Ik heb niks met zo'n helemaal blanke buurt."*

### resident of Spangen (15)

the residents with Spangen. What exactly is meant with diversity? According to Ahmadi (2017): "diversity in urban areas may derive from multiple factors such as behavior, lifestyles, activities, ethnicity, age ... ." (p. 15). The diversity on these factors in Spangen is high (figure 2.7). Spangen contains 87 different nationalities, from what 67,4% of residents has a non-western origin (figure 2.8) and contains practically all age groups (figure 2.9). The supply of houses (figure 2.10) in combination with the high demand for guest workers in the history have led to this diversity in cultures and people. This is not changed after the spatial transformations of the neighborhood, although a part of the residents was imposed to move out.

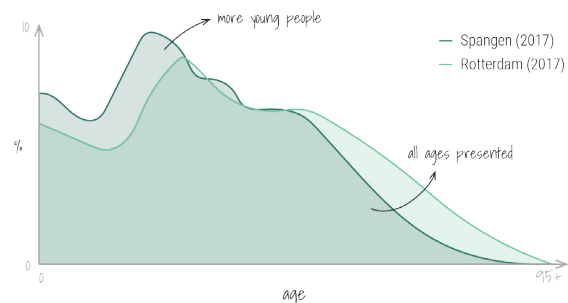


Figure 2.9: Age groups in Spangen

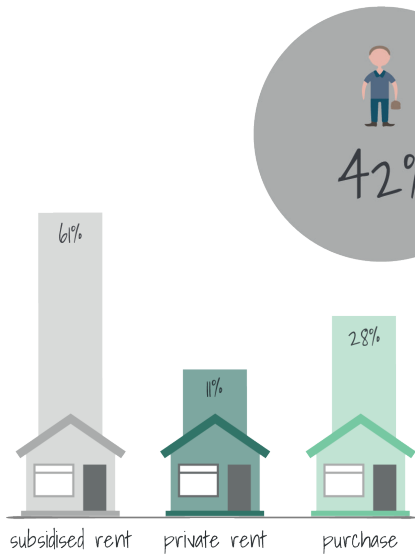


Figure 2.10: Housing supply in Spangen

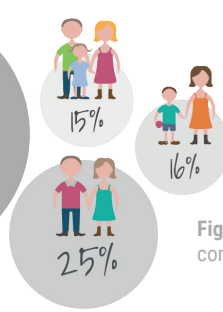


Figure 2.11: Household composition in Spangen

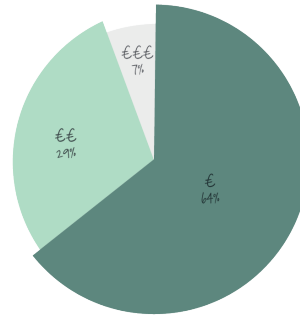


Figure 2.12: Income distribution in Spangen

## Poverty & problems

Although a major part of the problems is solved by the spatial transformations of the neighborhood and the tackling of drugs and prostitution, the people with their problems did not disappear and that is also noticed by multiple interviewees.

*“Het is een wijk waar gevochten is. Die geschiedenis heeft ervoor gezorgd dat er nog steeds veel problemen zijn in de wijk.”*

*“It is a neighborhood where people had to fight. The history has caused that people in Spangen are still struggling with problems.”*

**former district networker (18)**

The spatial transformations ensured a considerable variety in households, but most housing has remained subsidised rent (61%) and together with the fact that 64% of the people in Spangen has a low salary it could be stated that the poverty in Spangen

is not disappeared (Numbers: Gemeente Rotterdam; OBI, Wijkprofiel 2014-2018 ) (figure 2.10 & 2.12). The subsidised rent houses are small and are close together.

*“In sociale woningbouw complex is het veel meer op elkaar wonen en wanneer je dan al chagrijnig bent omdat je weinig geld hebt, dan heb je ook veel sneller last van elkaar. Soms wonen er hele gezinnen in de kleine kamertjes.”*

*“In subsidised rent people live closer together and when you are already in a bad mood due to the low amount of money you have, you are also earlier irritated. Sometimes people live an entire family lives in very small rooms.”*

**field police man (11)**

This in combination with the poverty causes also other problems but ensures a connecting element between people that have the same kind of problems. Especially when a large share of the houses in Spangen is inhabited by single households (42%) (figure 2.11).

## Expression

The origin and consequences of the neighborhood have had an effect on how people experience social connections and what their attitude is to people.

### Social network

The architecture, history and current problems have had an influence on the high involvement in Spangen (Aanhaanen et al., 2014). There are many different groups with each their own activities. From elderly days and language lessons up to and including events in Sparta Stadium, dinners and sporting groups. Although there are groups in Spangen, both authorities and residents describe Spangen as a unity. When it comes down to it, people of Spangen will stand up for each other. The reason for this unity could be motivated by the current and previous problems that people encounter or have encountered.

*“Het zijn allemaal bikkels die in hetzelfde schuitje zitten en dat bindt.”*

“People are killers that have the exactly same position and that makes the connection.”

### youth worker

It makes the relation between people strong when they have to fight together for the same problems and that reinforces the sense of belonging. This sense of belonging is also identified when asking the residents why they were proud to live in Spangen (figure 2.13). The contact that the residents have in Spangen makes them proud and give them a village feeling. Over the years, this village feeling is reduced due to the transformations and the individualization as described by different residents.



Figure 2.13: Cards were used during the contextual observations to make people talk about their pride of Spangen

## Attitude

The Rotterdam population is of origin a working-class due to the remained reconstruction in Rotterdam and therefore they are being identified as raw, entrepreneurial and international (Gemeente Rotterdam, 2014).

The people of Spangen identify themselves with this image, but the attitude of the people is just a little more direct and raw than the average people of Rotterdam. This could also be related to the hard times people have and have had in Spangen. This makes them realistic and focused on the basic needs without any fuss. 'Just do normal', then you will fit in the neighborhood!

---

*"Doe maar lekker gewoon, dan doe je gek genoeg. Er moet niet te veel poespas bijkomen. En vooral je zelf niet al te serieus nemen."*

"Just do normal, then you are crazy enough. They don't need any of that fuss. Take yourself not to serious."

**coordinator committee center (13)**

## Conclusions

Residents of Spangen feel attached to their neighborhood, because of the high diversity of people that live in Spangen. Authorities also associate Spangen with this identity. The diversity in Spangen is developed over the years and is a consequence of the spatial aspects and historical background of the neighborhood. These causes do not only have influenced the diversity. Poverty and social problems in this neighborhood are also related to these causes. Residents had to fight for their basic needs and that is expressed in the high involvement and attitude of people in Spangen. Although people identify themselves with this identity, the results shows that people have a different connection to this identity. Since Spangen is a diverse neighborhood, it is important to investigate what these differences are to understand what the different needs are to feel home in a neighborhood (chapter 2.2).

# Social practices in Spangen

## Chapter 2.2

**A social practice is a recurring and predictable activity that connects people with places. A training with your running group in the park every Wednesday or your standard walk with the dog and the same people you come across. These are activities that determine the attachment residents have with places and with people in the neighborhood. Different social practices in Spangen are investigated to understand why residents perform these social practices and what is needed to perform social practices and to understand what is needed to make people feel home in Spangen.**

### Conceptual framework: social practice

Social practices are rituals or traditions in the neighborhood that make people feel attached to places in the neighborhood because people are frequently involved in these places (Moore, 2000). Reoccurring activities with other people in the neighborhood that give meaning to the place where this activity is performed (figure 2.14). This can be a yearly party in the street or a weekly coffee drink with a neighbor. A comfortable place and a pleasant conversation makes you experience this

coffee drink positively. If something changes at the place or your neighbor has a bad mood, it could influence how you experience the activity. When this often happens, the weekly activity could even disappear. This means that certain elements of an activity are needed to make an activity promising and therefore a motivation is also needed. This combination of elements makes an activity, a social practice, sustainable and that is also why people feel home. These elements are described in the social practice

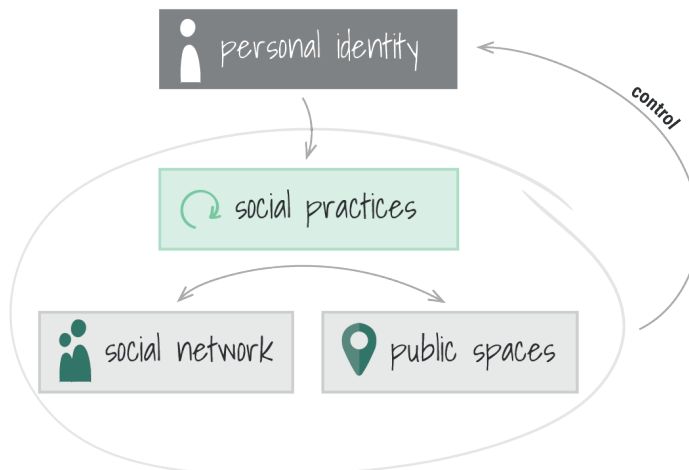


Figure 2.14: Conceptual framework: social practices

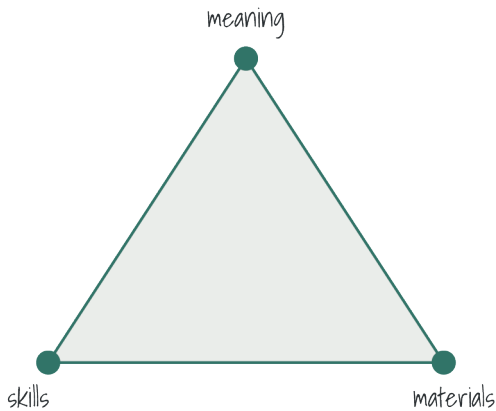


Figure 2.15: Social practice theory



Figure 2.16: Example of a social practice and its interconnected elements

theory of Maller (2012) and comprise meanings, materials and skills that are all needed to enable an activity (figure 2.15). For instance, during the weekly coffee meeting with your neighbor, you help your neighbor with her finances. Therefore, it is needed to have next to the coffee, the bills and a laptop. The workshop accounting helps you with doing the finances for your neighbor (figure 2.16). The elements are different per activity and are connected to the conceptual framework feeling home (chapter 1.1) (figure 2.17).

Materials are physical objects within the place and skills are the abilities of all people that perform the activity that could be related to social relations people have with each other. Both elements and aspects (materials, place, skills and social relations) are needed to perform the social practice and to support a positive experience. They determine what type of meaning the activity has for people and why people keep practicing the activity. Since Spangen is a diverse neighborhood with multiple initiatives, it is interesting to investigate similarities and differences between the social practices by using these elements to discover what makes social practices in Spangen sustainable.



## Method

The interviews with the residents about the identity of Spangen (chapter 2.1) and the contextual observations were also performed to discover the activities people perform in the neighborhood (appendix B & C.2). All activities were separately arranged in the conceptual framework feeling home (chapter 1.1), where the social practice theory was integrated in (figure 2.17). This makes it possible to compare the aspects of feeling home and elements of the social practice theory and to discover what makes researched social practices in Spangen sustainable. The frameworks for each social practice, in total 10, can be found in appendix C.4. The results of the analysis are presented in this chapter.

## Comparing social practices

Spangen is a neighborhood with high involvement and multiple citizen's initiative that also ensures the richness of activities in the neighborhood. Although these initiatives largely determine which social practices are being performed in Spangen, there are also residents that are not highly involved and do not have social practices in the neighborhood. Both type of social practices with and without connection to a citizen's initiative are included in the research of this master thesis. Comparing these social practices showed that most activities in the neighborhood take place near people's houses (pavement, hallway, elevator), public spaces in the outdoor domain (roadways, playgrounds, parks) or inside public buildings (community center, living room, shops). The materials used to perform these activities are activity-dependent from stove and cookware to chairs and music installations. This is similar with the skills that include abilities to prepare a meal, but also language proficiency and speech talent. There are more similarities found in between meanings and the social relations between people.

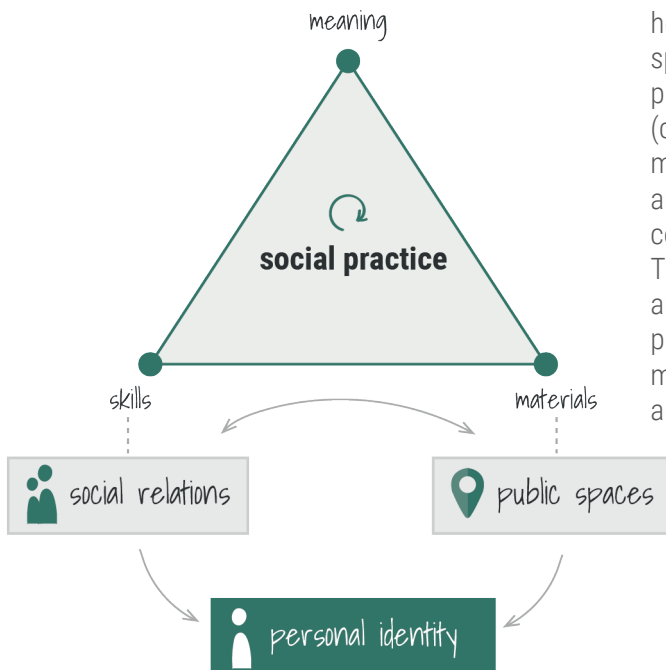


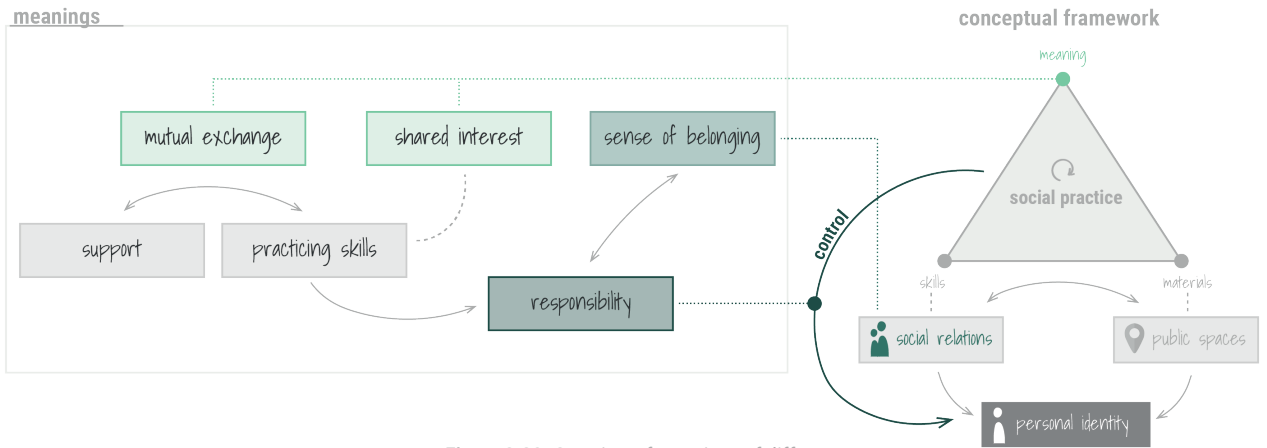
Figure 2.17: Conceptual framework combined with social practice theory



Figure 2.18: Annie's eetclub



Figure 2.19: De Kasteeltuin



**Figure 2.20:** Overview of meanings of different social practices related to conceptual framework

### Comparing meanings of social practices

The meaning people give to a social practice describes why people are motivated to perform the activity. Most participants of Annie's eetclub (food club) are single people that join the dinners to meet other people (figure 2.18), while the founders of the Kasteeltuin (child care) were motivated to re-open the Kasteeltuin as parent's initiative to keep the child care near their home (figure 2.19). Although these meanings seem all different, there are certain themes to be distinguished. The participants of Annie's eetclub want to meet people because they want to experience a sense of belonging as well as the participants of the Moroccan cooking club. They all have a shared interest

that result into this sense of belonging. The Founders of the Kasteeltuin were motivated because of mutual exchange. That means that they used their entrepreneurial skills to re-establish the Kasteeltuin and to get child care in return (support). Figure 2.20 gives an overview of the themes found when investigating the meanings of the different social practices and what their relation is with the conceptual framework. Mutual exchange and shared interest result into themes that make a social practice sustainable, but also reinforces the social relations and gives a sense of control over the situation (responsibility). How do these two meanings make a social practice sustainable?

### Mutual exchange

Mutual exchange is a combination of giving something such as your skills or talents and getting something in return. This could be support in child care, but also support in improving language proficiency. Practicing skills could also give people a sense of responsibility. The volunteers of a green initiative take care of the garden around the green house and that ensures that people are able to control the place.

One of the interviewees (I10) mentioned that mutual exchange is a reoccurring factor in Spangen, because multiple residents have to deal with poverty and problems. People have to fight for their basic needs and that makes volunteer work not their highest priority.

---

*“Er zijn genoeg mensen in deze wijk die weinig geld hebben en daardoor niet iets vrijwilligs gaan doen in hun vrije tijd. Ze moeten er iets voor terug krijgen.”*

“There are enough people in this neighborhood with a low amount of money. Therefore, volunteering isn't a leisure activity for these people. They need something in return.”

### founder Geloven in Spangen (I10)

The manager of Huiskamer van Spangen (I11) also explained that it was difficult for her to find volunteers to help her by managing the living room. People are scared to get in trouble with their subsidies when doing volunteer work. This shows that mutual exchange is an important motivation in Spangen to make a social practice attractive for people to perform.

### Shared interest

Another motivation to perform a social practice is based on an interest that people share. This can be a skill or hobby, but this shared interest is often related to a similarity in (ethnic, cultural or socio-economic) backgrounds. The Moroccan cooking club consists of only women with a Moroccan background (shared background), while the people that attend every Sunday morning the sermons are from 12 different background and feel connected by their religion (shared interest). Both types of shared interest could give people a sense of belonging. Sense of belonging is essential to feel home in a group (Thuismakers Collectief, 2016). People experience a connection, a relation with the people that perform the same social practice and that also motivates them to keep practicing. This means that the motivation to perform a social practice could also be based on the social relation people have with each other. When comparing the social relations within the social practices, a connection was discovered between the frequency and intensity of the activity and the similarities between the people that performed this activity. The participants of Annie's eetclub are Dutch single elderly people that are having dinner in the community center mostly one or two times a week. There are also people in Spangen that only have contact with their neighbors by having a quick chat once in a while. The difference between these two social practices is that the mutual similarities between the people that participate in

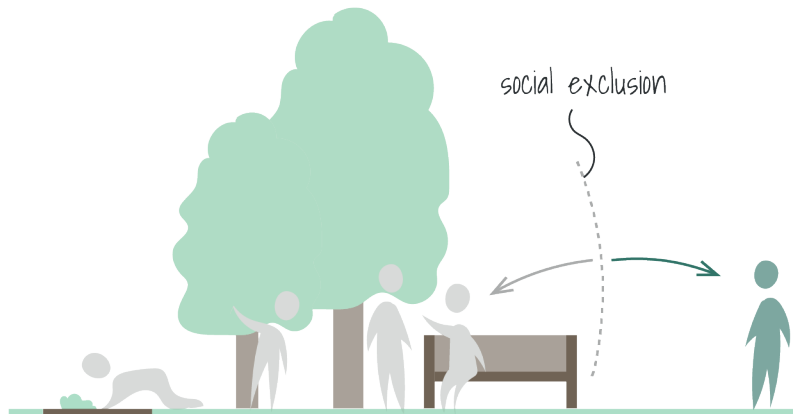


Figure 2.21: Social exclusion

Annie's eatclub are much more than between the neighbors that have a quick chat. These similarities do not only determine the type of social relation but also the intensity and frequency of a social practice what makes the social practice reoccurring and sustainable. The disadvantage of this factor is that similarities within a group could also exclude other people (Huygen & de Meere, 2008). A math student feels not welcome to join the chess tournaments in the community center, because only elderly people join the competition. This shows that shared interests or backgrounds have both negative and positive effects on the feeling home in the neighborhood.

### Conclusions

People feel more attached to the neighborhood when they perform reoccurring and predictable social practices. To make these social practices reoccurring, it is important to make social practices sustainable by motivating people to keep continuing the social practice. The findings shows that mutual exchange and a shared interest reinforces this sustainability and are important factors that make people feel attached to places and people. This last factor (shared interest) could reinforce the attachment within the social practice, but could also exclude other people (figure 2.21). Therefore, it is important to understand what the relation is between social practices and people in the neighborhood to discover what is needed to improve the feeling home for an entire neighborhood (chapter 2.3).

# Social network in Spangen

## Chapter 2.3

**Why people perform a certain social practice is partly explained by the social relations within this social practice. A social relation between people is often based on a shared interest or background these people have. A skill that support each other, also called mutual exchange, could also reinforce this social relation. Both shared interest or background and mutual exchange make the ties between people within the social practice stronger and this relation reinforces feeling home. But the downside of strengthen the ties is that other people could feel excluded. A group of Moroccan women only speak the Moroccan language when cooking dishes together. Despite that other people also might like to cook together, it is impossible for them to join the cooking meetings due to the language barrier. Since the aim of this master thesis is to improve the feeling home for the neighborhood and not only within a social practice, the social relations between the social practices and people in the neighborhood are important to investigate. The social network in the neighborhood allows people to feel safe and confident in the neighborhood.**

### Conceptual framework: social network

The reason why people perform a social practice is closely related with the social relation between the people performing the social practice (figure 5.1). According to Putnam (2000), the similarities in a group are related to how strong the ties are between people that perform the social practice. Putnam (2000) identified three types of ties: linking, bridging and bonding. The linking and bridging ties can cut across social differences such as cultural background or age group. This is more difficult to achieve with more frequent and intensive contacts like bonding (Granovetter, 1983). Similarities between people, called social identification, can make relations stronger. However, it could also result in social exclusion of people outside the group and reinforces the borders between groups (Huygen & de Meere, 2008). The analysis of social practices in Spangen (chapter 1.2) showed that there are strong

ties (bonding) such as Moroccan cooking club and board of a green initiative. There are also weak ties such as maintaining the park and block parties (bridging) or small talks in the elevator and saying hello when walking with the dog (linking). A weak tie does not mean that these people do not feel home in the neighborhood. It differs per person how important it is to have social

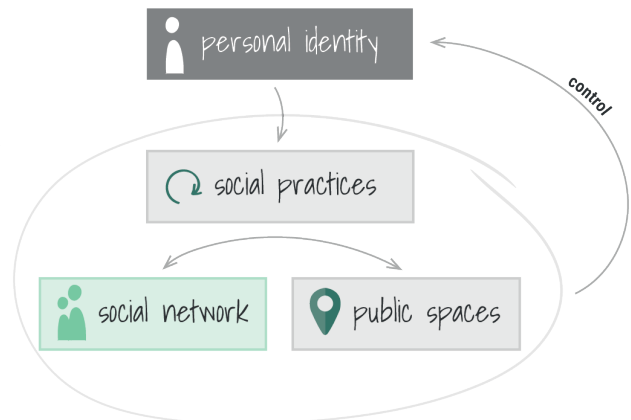


Figure 2.22: Conceptual framework: social network



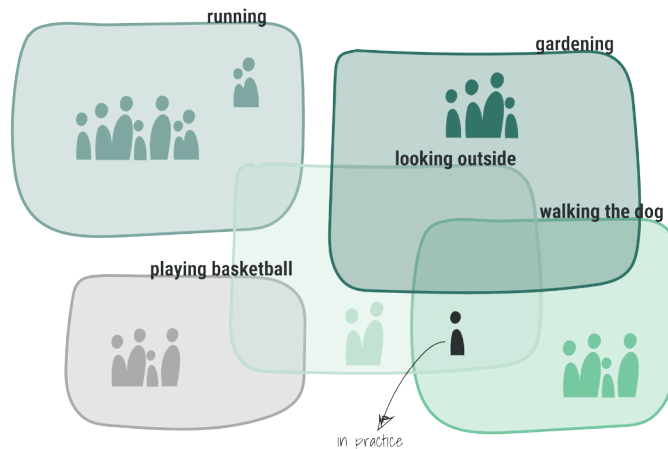


Figure 2.23: Social network on basis of social practices

relations in the neighborhood and the type of social relations (linking, bridging or bonding) needed to feel home in this neighborhood (Thuismakers Collectief, 2016). These weak ties create connections between social practices and are vital for the social network of the neighborhood. This social network is the context in which people could trust their neighbors and feel safe, which give people the control to feel home. Therefore, the bridging and linking contacts (weak ties) between people are investigated.

### Method

The contextual observations and interviews with the residents about the identity of Spangen (chapter 2.1) and social practices in Spangen (chapter 2.2) are performed to discover if the citizen's initiatives of the residents collaborate with other initiatives in the neighborhood and to investigate if people were open for new contacts (appendix C.2). The interviews with authorities that have a relation with Spangen are also used to understand the social network in Spangen. The aim of these interviews was to investigate the interaction between different groups in the neighborhoods and to identify

the problem within these interactions (appendix C.5). These contextual observations and interviews give insight in how weak ties in Spangen are developed and why there are also weak ties missing.

### Weak ties in Spangen

A social network in a neighborhood consists of both strong and weak ties. This does not mean that people could be arranged in strong or weak ties. Often people have a combination of different ties in the neighborhood that are connected to different social practices (figure 5.2). Someone that walks the dog and comes across the same dog holders every day, could also participate in the gardening activities or a green initiative. Both ties are important to improve the feeling home. To open new social networks and to ensure people feel confident with their neighbors, weak ties are more important. These ties allow people to discover similarities (Sander & Lowney, 2005), which encourage the sense of belonging and simulates the feeling home. The question is how people can be motivated to make new contact with people in the neighborhood.



Figure 2.24: Camping life event in Spangen

Founder of the religious community 'Geloven in Spangen' (I11) is a person in the neighborhood that links new people to each other. The power of the founder (I11) is his large network in the neighborhood and real-life contact with these people, what makes him actively involved in the motives and interests of the people. This real-life contact makes it possible to discover what people's interests are. His large network enables him to connect the social practices and people in the neighborhood on the basis of personal interest. The mutual exchange discovered by the founder encourages people to be involved in activities of other initiatives of groups. An example the founder gave that shows how different initiatives and people are involved on the basis of mutual exchange is Camping life.



Figure 2.25: Ravotte learns children in Spangen to fish tadpoles

Camping life is a yearly event for children in Spangen to experience to go on holiday in their own neighborhood (figure 2.24). The children sleep in their own tent and have two days of activities. Different citizen's initiatives within the neighborhood were involved to make the event successful. Figure 5.4 shows that the involvement of these initiatives was not only relevant for Camping life, participating in Camping life had also opportunities for these initiatives. Ravotte, an initiative that teaches children about tadpoles, only provided lessons in white homogenous neighborhoods. Therefore, it was interesting for Ravotte to have a rich multicultural group to learn how to teach a diverse group of children.



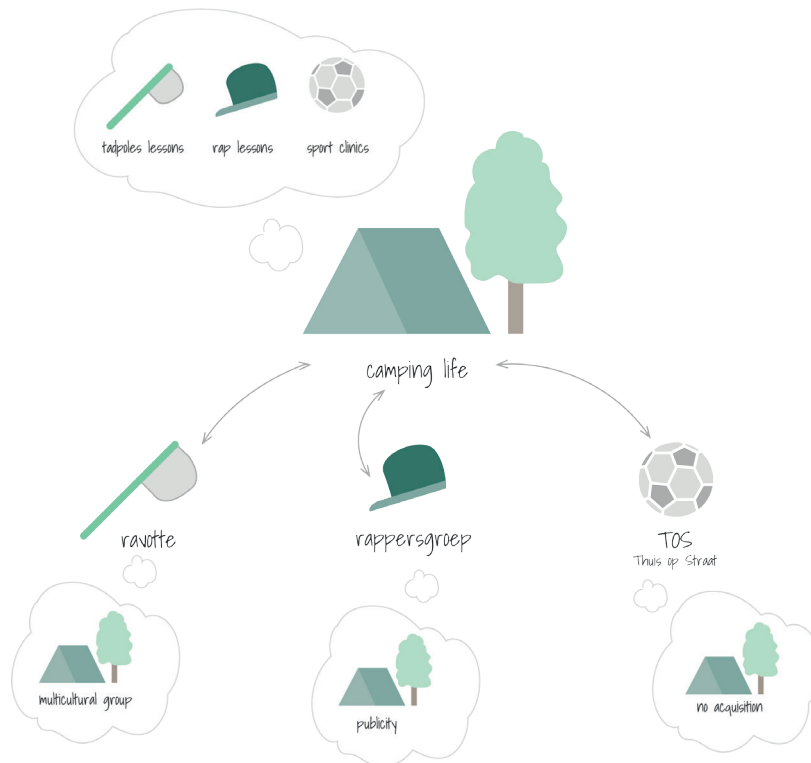


Figure 2.26: Mutual exchanges between camping life and other initiatives

The high involvement in Spangen ensures that there are enough initiatives and social practices that can use each other's talents.

*"Iedereen kan op zijn manier zijn talenten inzetten en daarbij anderen weer helpen."*

"Everyone can use their talents to support others."

### founder Geloven in Spangen (I10)

In reality, people in Spangen do not often make use of the abilities and skills of other initiatives. According to the district networker of Spangen, it often happens that similar activities take place or similar initiatives are requested. This ensures that people are continuously reinventing the wheel, while using the skills of others could also improve the initiative or activity. A person such as the founder (I10) or people of the municipality (district networker and manager) seems to be needed to create these bridging contacts. Why can people not make these weak contacts themselves?



### Lack of weak ties in Spangen

Although the initiative 'Geloven in Spangen' shows that there are bridging and linking contacts between people and other initiatives, the results of the interviews and contextual observations show that it is one of the few (appendix B & C.5). This observation is not just showed by the residents that have no or low involvement with other groups. The authorities have also identified these boundaries between the groups. These boundaries are shaped by different reasons why people do not make these contacts. An athletic resident that is not involved in the neighborhood, is not aware of the possibilities that the running groups in the neighborhood could offer him. While a green-lover is aware of the green initiatives in the neighborhood but does not

have the motivation (yet) to participate. And although these two people do not know why or how to participate, there are also people in the neighborhood that are not willing to because they have a certain bias towards people of the other group. Figure 5.5 shows the factors that are currently missing and how these factors need each other to make it possible to interact with other people. Although an open-minded view needs awareness and motivation, it is possible that when your lack of awareness is solved, you do not have any lack of motivation or an open-minded view. Therefore, the reason why these factors are missing in Spangen is investigated to understand how a social network that is needed to feel home could be improved.

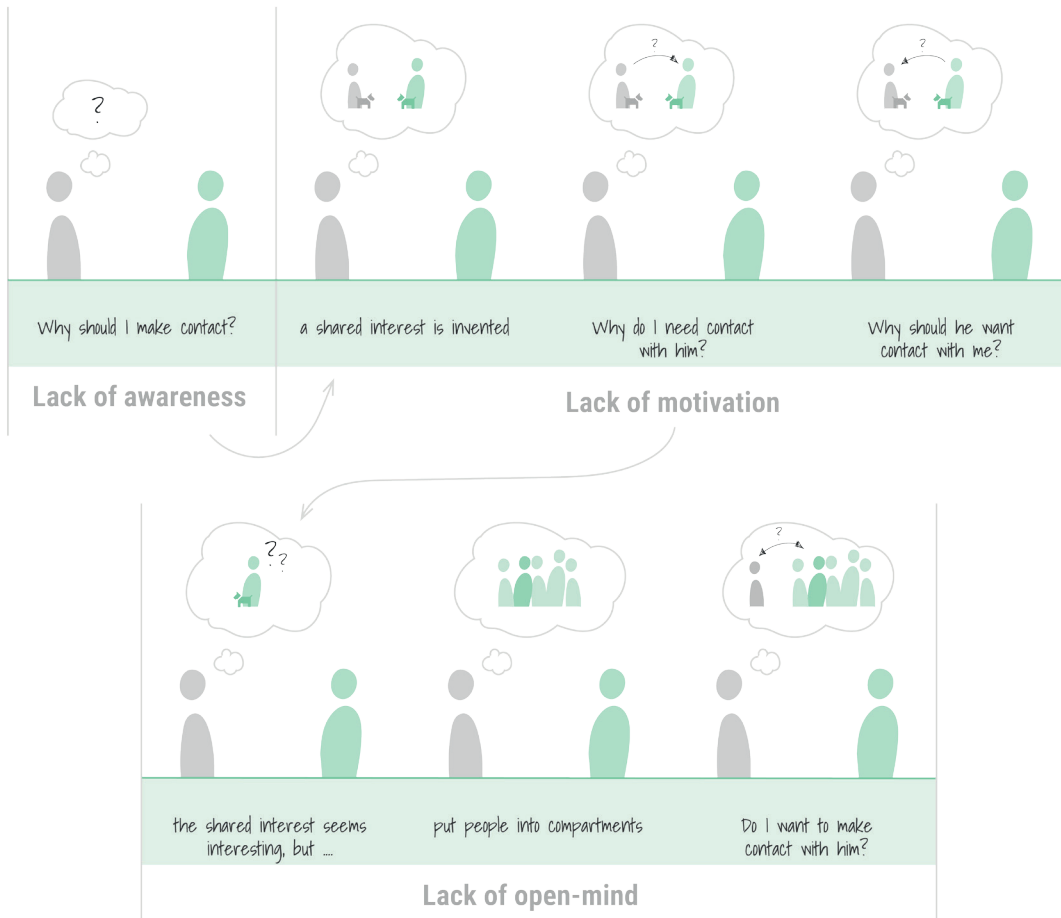


Figure 2.28: Missing factors in Spangen that causes the lack of weak ties

### Lack of awareness

Awareness of possibilities is needed to make people realize why they should make contact with new people or groups. When you do not know that the neighbor that lives two houses down also has a self-employed child care, you have never known that you could have called her when you were ill. Although it seems people do not need these contacts in the neighborhood, it is also possible that people do not realize what they are missing. This could also be the reason why people say they do not have time for these contacts in the neighborhood.

*"Ik heb niet echt contact verder in de wijk, daar heb ik geen behoefte aan en geen tijd voor."*

"I don't have real social relations in this neighborhood. I don't need them and I don't have time for these relations."

**resident of Spangen (14)**

### Causes

The reason why people have this lack of awareness is because they are not or barely involved in the neighborhood. If you do not know what is going on in the neighborhood, you also do not know what you are missing. It is difficult to spend time in a social practice where you do not know what the social practice could bring, mainly when you have a busy life. The mutual exchange is not visible or difficult to identify for these people, because they have no or a small network in the neighborhood.

### Lack of motivation

Another part of the population in Spangen is aware of the initiatives and activities in Spangen but is not intrinsically motivated to participate. Although the Cape Verdean dancing group knows about the Surinam dancing group, they are not motivated to organize an event together while this could reduce money and effort. These people know what the initiatives and activities can bring them, but this does not trigger them to participate or to make use of the skills of the other party.

---

*"Ik weet ook niet zo goed waarom we niet zo vaak activiteiten met andere initiatieven doen. Ik heb er zelf gewoon weinig tijd voor en we doen het natuurlijk allemaal vrijwillig."*

"I don't know why we do not often perform activities with other initiatives. If I speak for myself, I have little time and we all do it on voluntary basis."

### initiator Natuurlijk Spangen (17)

### Causes

A reason people often give is the lack of time. This keeps them from participating in new groups or collaborate with other groups. But is time really the problem that should be solved to lower to threshold to make these bridging or linking contacts?

---

*"Ik heb zelf een breed sociaal netwerk buiten de buurt." "Ik ga wel om met m'n naaste burens en ik ken ook wat initiatieven, maar ik heb daar nog niet echt tijd voor gevonden, misschien in het nieuwe jaar."*

"My personal social network reaches outside the neighborhood."  
"I know my direct neighbors and I know from different initiatives, but I don't have time yet to join these initiatives, maybe in the new year."

### resident of Spangen (15)

The reason why people give time as the problem could be related to the fact that new social relations in the neighborhood are not so important for people. Despite that people know what they are missing, people are not motivated to make these social relations. According to Thuismakers Collectief (2016), it differs per person if it is needed to have social relations in the neighborhood to make people feel home. On the one hand, it is also needed to have any form of recognition in the neighborhood to feel confident and safe. This means that for these people improving their social network in the neighborhood is only needed when it influences their confidence and safety in the neighborhood.



Figure 2.29: Group of Cape-Verdean in Spangen

When time is not the problem, it is also possible that the differences between a person and the group could cause that the motivation reduces or even disappears. Although people have the same cooking interest, the strong ties within the group could make it difficult or even scary for groups to collaborate as for individuals to join the group.

*"Ik heb geprobeerd om de Turkse vrouwen groep erbij te betrekken, maar ik heb gemerkt dat het toch lastig is vanwege de taal."*

"I tried to involve the Turkish women cooking group, but this was difficult due to language barrier."

### **initiator Moroccan cooking club**

This observation is described as social exclusion in literature (Huygen & de Meere, 2008) and is also related to another factor that is missing in Spangen: an open-minded view.

### **Lack of open-mind**

Social exclusion can be formed by the people that have strong relationships inside the group or by the perception people have on the other group. This last factor has to do with the open-minded view that is often missing in Spangen.

### *Causes*

The lack of an open-minded views is caused by prejudices people have about other (groups of) people. According to Shadid (1998), there are four different causes or visions that could influence why people have prejudices towards people in the neighborhood. These visions are being reflected in the conversations with the residents of Spangen and the authorities.



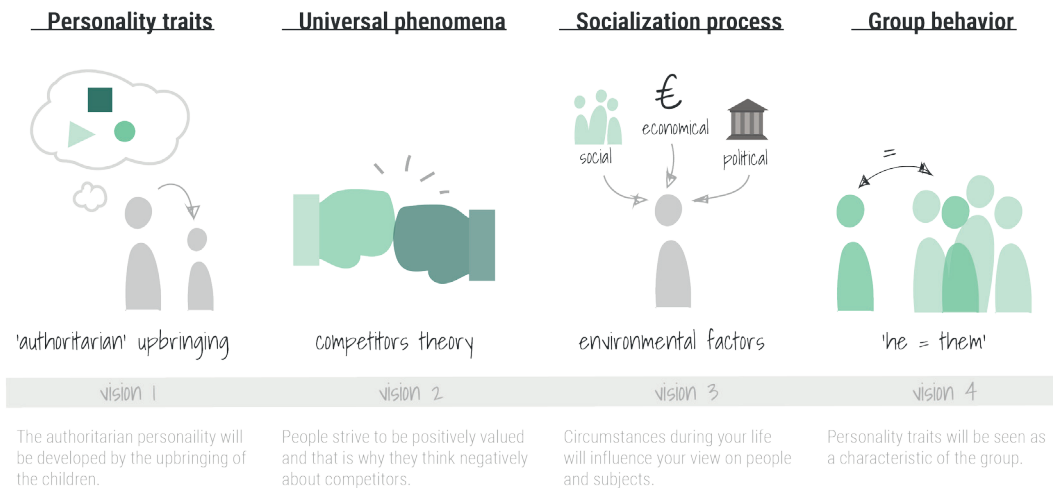


Figure 2.30: Visions related to the origin of prejudices by Shadid (1998)

### Prejudices in Spangen

Shadid (1998) provides two visions that has to do with how people are raised and that could have influenced why people have a certain view on another group such as the following quote.

*"Het zijn allemaal tweeverdieners, bakfietsen. Maar daarom zijn ze niet beter dan ons."*

"They all have double income, delivery tricycles. They feel better than us."

### resident of Spangen

If your parents had an authoritarian way of upbringing during your childhood, it is possible that you act similar as your parents to other people (figure 5.6: vision 1). The servile behavior should be taken by people with a higher status, while people could react disdainful to people with a lower status (Shiny, 2012). This last position is taken in the previous quote. This resident seems to be looking up to a certain group in the neighborhood. It might just be that this resident has never interacted with this group

before and due to uncertainty, he arranges these people in boxes (figure 5.6: vision 3).

A bias towards a certain group could be reinforced when this group act as expected. According to the district networker, the actions of the new residents in neighborhood can sometimes be seen as if they distance themselves from the current residents.

*"De nieuwkomers laten hun kinderen niet naar school gaan door de wijk."*

"The children of new residents go to school outside Spangen."

### district networker (12)

The negative perception people have in the neighborhood is being confirmed when something as the quote suggests happens. Therefore, it is not needed that all people in the group act as described. If people have a negative experience with one person, the view on the entire group could be reinforced. Shadid (1998) mentions this as group behavior (figure 5.6: vision 4).

This negative experience with another group could also be developed when the other group feels as a threat, the competitors theory (figure 5.6: vision 2). The next quote shows that inferiority is caused by the fact that the other party marked her territory.

---

*"We zaten eerst ergens anders daar zijn we weg gegaan, want wij hielden volgens de beheerder de ruimte niet goed schoon. Dat deden we wel, maar ze deed echt alsof we schoonmaaksters waren en dat ze zich beter voelde."*

"Before this place, we had another place. According to the manager, we didn't clean the room correctly. She treated us as cleaners and if she felt better than us."

#### **anonymous**

Both groups feel threatened, because they could lose a feeling of ownership. This reduces their sense of control and this influences their feeling home. This does not mean that the other group always has bad intentions. The coordinator of the community center (13) describes that it is sometimes difficult for people to understand that people have good intentions with their ideas instead of owning the place.

---

*"Oude bewoners denken van waar bemoeien jullie mee, maar langzaam maar zeker in gaan zien het heeft wel effect."*

"Current residents think why do you interfere, but they are slowly indicate the positive effects of the interferences."

#### **coordinator community center (13)**

People are steadfast in their opinions in Spangen. Multiple authorities mentioned this as a difficult problem that makes it hard to

support weak ties. According to the district networker (12), this is related to a dominant trend in the society: polarization. Important political issues are difficult to discuss due to the black-and-white thinking and the will of maintaining own perspective. Therefore, stimulating an open-minded view is needed to develop a higher tolerance for other people and to make people more familiar with other groups.

#### *Conclusions*

A social network in a neighborhood consists of strong and weak ties, which are both important to make people feel home in the neighborhood. Both type of ties are being identified in Spangen, but the weak ties are often missing. A connecting person, such as a district network seems to be needed to bridge the contacts between people of different backgrounds. Since these weak ties allow people to feel safe and confident in the neighborhood, the reason why there is a lack of weak ties in Spangen is investigated. People are not aware of the opportunities new relations could offer them or not motivated to create them. The last group of people is not even willing to create new social relations as a consequence of the biases these people have to the other group. The lack of these factors has an influence on the environment in which the residents of Spangen feel home. How these factors influence the experience of places in the neighborhood is needed to research (chapter 2.4). This could clarify how the lack of weak ties could be improved to stimulate the feeling home in Spangen.

# Public spaces in Spangen

## Chapter 2.4

**Public spaces are places in the neighborhood that define the environment in which residents could feel home. Streets, squares, playgrounds and parks, all these different places could contribute to the feeling home when people have a certain attachment to the place. This attachment is created by the activities, social practices, people perform at these public spaces. An elderly woman often uses the park for her daily walk but will not often visit the playground. Although not all public spaces are being used by all residents, they perform an important and connecting role in the neighborhood. These places enable people to create bridging or linking contacts with their neighbors. Mainly public spaces in the outdoor domain are meaningful places because they are practically used by all residents. These places are nearby people's home and that makes these places important for people to feel home (Thuismakers Collectief, 2016). The use of public spaces (in the outdoor domain) is investigated to understand what is needed to make a diverse group of people feel home in public spaces in Spangen.**

### Conceptual framework: public spaces

Social practices make people attached to public spaces in the neighborhood because they repeatedly interact with this place (figure 2.31). This differs from the daily walk through the park to once in a while using the picnic table in the park to have dinner with some friends. Since public spaces should be accessible for a diverse group of people, public spaces are often used for different types of social practices. The needs differ per social practice, but the spatial elements on the public space and the social network in the neighborhood play an important role in fulfilling these needs. That means that playing football in a football cage is different on a football field and both are also different in another neighborhood. A football field could make it easier for other people to join the game, but the composition of the current group that plays football could include or exclude other people. These needs to perform a social practice are all important to make everyone's experience with the place positive and make all people

feel home. In reality, this is difficult in diverse neighborhoods with different interests and perspectives on other groups (chapter 2.3). According to Duyvendak & Wekker (2015), it is indeed difficult to create a profound feeling home in public spaces in a diverse neighborhood. A profound feeling home causes often that one group appropriates a public outdoor space and the feeling home

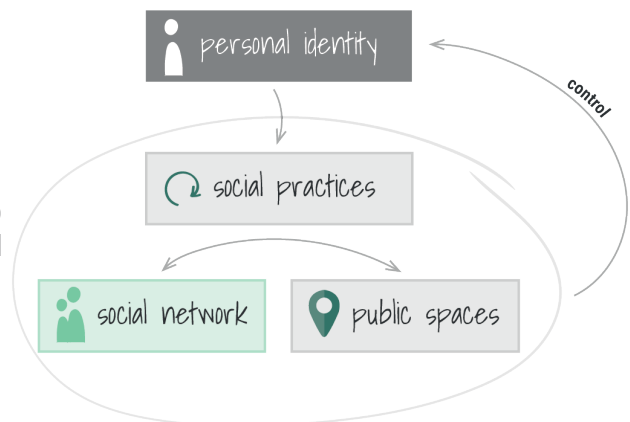
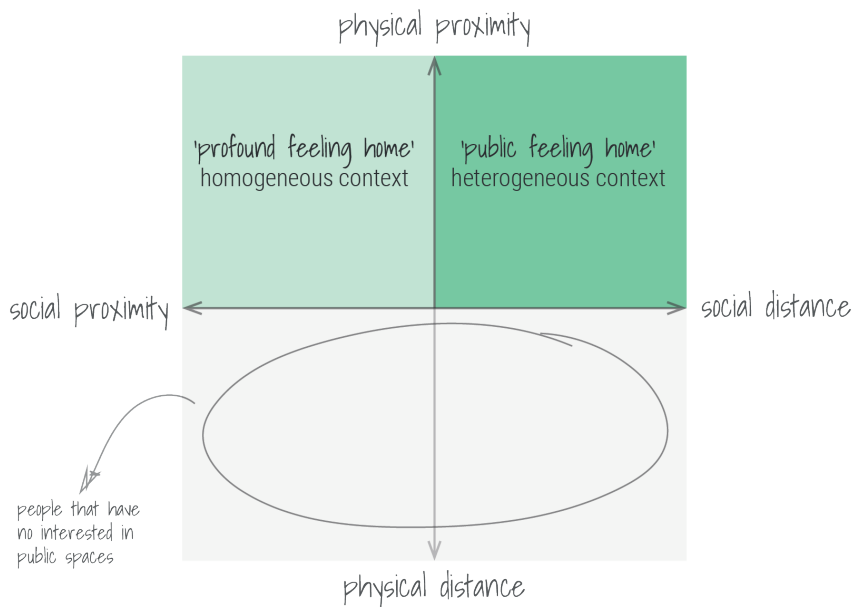


Figure 2.31: Conceptual framework: public spaces





**Figure 2.32:** Public feeling home is combination of social distance and physical proximity by Duyvendak & Wekker (2015)

of other people will disappear. Therefore, Duyvendak & Wekker (2015) propose to create social distance in a heterogeneous neighborhood to create a 'public' feeling home (figure 2.32). That means that all residents in neighborhood navigate through the public spaces without having strong ties with all these people such as making a short talk when walking the dog or saying goodbye to someone that come across. Blokland & Nast (2014) explain this as public familiarity that is needed to feel safe and trust neighbors. Most policymakers focus on a more profound feeling home by stimulating strong ties in the neighborhood. It is interesting to investigate what the approach is of the municipality of Rotterdam and how public spaces actually are used in Spangen.

### Method

A literature study was performed to understand how the municipality of Rotterdam tries to make public spaces accessible for all residents. This approach is compared with the actual use of public spaces in Spangen to investigate if public spaces in Spangen are used by different people. Therefore, the interviews with the residents of Spangen and the authorities about the identity of Spangen (chapter 2.1) are also used to discover if and how residents make use of public spaces in Spangen (appendix C.3). The design explorations performed during the design process are used to understand what the differences in use are and how that affects the attachment to the place. The aim of this part of the research is to discover what is needed to make a diverse group of people feel home in public spaces in Spangen.



Figure 2.33: Green area along the Schie (river) in Spangen

### Vision of public spaces in Rotterdam

Public spaces are defined as places that are capable to operate the city (Meijer, de Josselin de Jong & Hoekstra, 2006). They have different functionalities such as water management, accessibility to buildings, transport & logistics and utilities. This last function has often the most prominent role in the literature. A public space is a place where people can meet each other and feel comfortable and safe (Boomkens, 2006). This was also a result of a research of Jan Gehl, who investigated the quality of public spaces in the inner city of Rotterdam for the municipality (Gemeente Rotterdam, 2007). He showed that public spaces should be improved and should serve as meeting place that can also stimulate the urban economy. This philosophy is also used in a current vision 'Kom op naar buiten' (go outside) of the municipality of Rotterdam (Gemeente Rotterdam, 2016). The vision describes the ambitions to (re)develop more public spaces to stimulate people to play, sport, move and meet in these places and to make it accessible for all people that live in Rotterdam. These ambitions are focused on creating a more attractive meeting space,

more variation to stimulate people to go outside and to give citizens free space to personalize the places.

The approach of the municipality to reach these ambitions is focused on two aspects; integrating the knowledge of different experts within the municipality and responding to the needs of the residents. This vision shows that not all public spaces are yet accessible for everyone, but the municipality tries to improve this in three years (2016-2019). Therefore, it is interesting to investigate how accessible the public spaces in Spangen actually are.

### Appropriation of public spaces

Spangen has a diverse range of public spaces including football cages and playgrounds up to parks and streets (figure 2.33 - 2.35). The public spaces are popular in Spangen and that is partly the result of the housing supply in Spangen. The houses in Spangen are small and often do not have a garden. This makes public spaces in Spangen often-used places, but that also causes that one group appropriates a place.





Figure 2.34: Playground in Spanghen with a citizen's initiative (Taaltuin)



Figure 2.35: Football cage at Bellamyplein in Spanghen





*“Er zijn Turkse vrouwen die onderhouden de kas op een plein in de wijk, waar ook een picknicktafel staat die ze vaak de hele dag bezet houden.”*

“There are Turkish women that maintain the green house on a square in the neighborhood next to a picnic table. They occupy this table the entire day.”

**manager of ‘Huiskamer van Spangen (111)**

The appropriation of the Turkish women in the quote causes that other people cannot use the place. There is no space for other people and other people do not dare to use the place because of the Turkish women that are established on the place. This last cause is a type of social exclusion that is also discovered among children that are playing in the neighborhood.

*“Op die voetbalpleintjes word je niet echt toegelaten als nieuwe bewoner.”*

“You are not accepted at the football fields, when you are a new resident.”

**resident of Spangen (17)**

The group of children that often plays football in the football cage, does not allow other children to play football together. This means that the housing supply and the composition of the population in Spangen affect the use of public spaces in Spangen. The diversity in Spangen also ensures differences and that is also why people search for similarities within their own groups. The strong ties within these groups makes it difficult for other people to interact.

The public spaces that are being used by different groups do not foster interaction between the groups. Groups claim a part of the public space (figure 2.36) and that often results in conflicts according to the district networker (I2).

people are bothering them when playing a football game. This shows that people have difficulty to use the public spaces together because each group and the reason that these conflicts happens are based on the different needs in use of the public space.

*"Verschillende bevolkingsgroepen leven op elkaar rondom die plek en die proberen allemaal een stukje te claimen. De jongeren maken er volgens de ouderen nog wel eens zootitje van en daar ergeren ze zich dan aan."*

"Different populations live close together around the same public space and they all try to claim a part of this place. Youth often makes a mess according to the elderly that are annoyed by the youth."

### district networker (I2)

Parents with children are annoyed when youth are playing football in the middle of the evening because their children have to sleep. While the youth are annoyed when other

### Use of public spaces in Spangenen

People have different needs regarding their preferences on how to use public spaces and what makes them feel home at these places. Social practices mainly define the attachment with the public space. Figure 2.37 shows different social practices that are being performed in a public park in Spangenen. These social practices vary from gardening and running to using the public spaces as a viewpoint of people's home. The difference between these social practices is depending on what meaning people give to

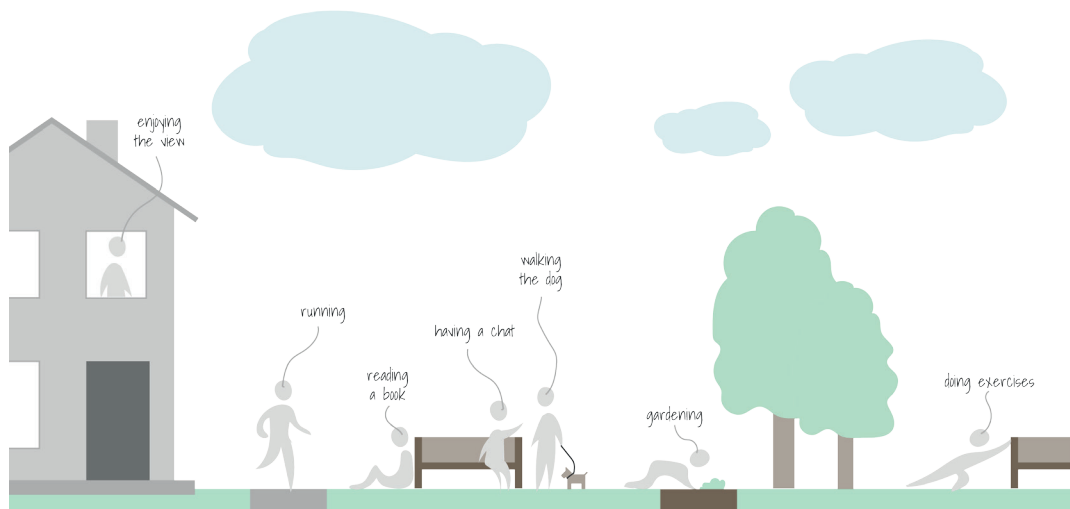


Figure 2.37: Social practices performed in a park

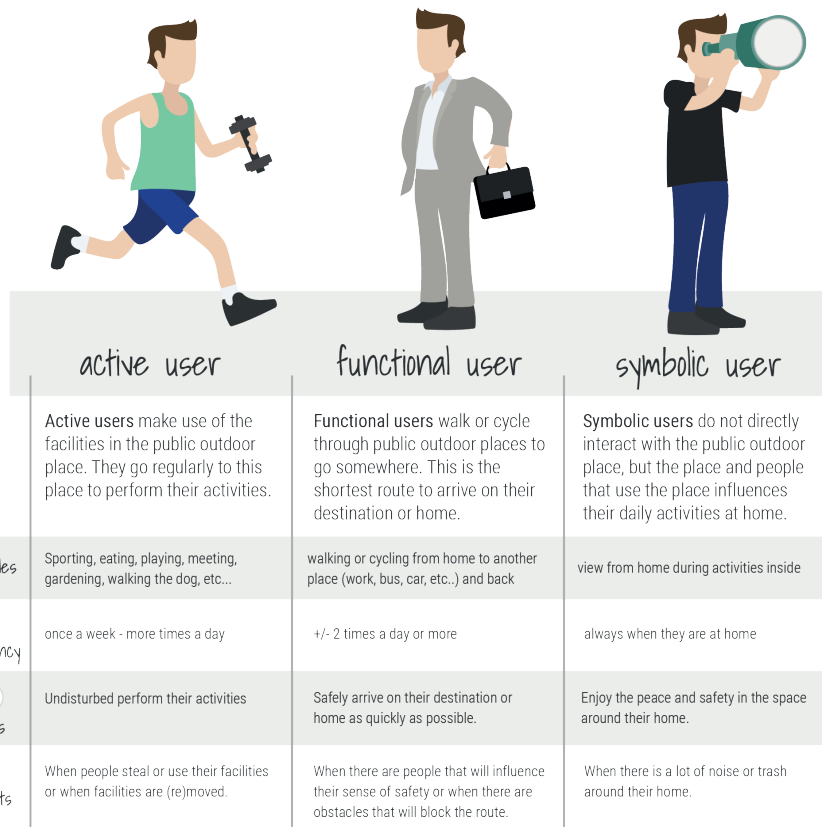


Figure 2.38: Personas on basis of the meanings people give to a public space.

the park. Figure 2.38 describes the different personas that are identified on basis of these meanings. The active user uses the facilities in the park such as the park volunteer that take care of the plants or the functional user only use the place to navigate such as the business man that commutes to his work (functional user). The meaning of a public space also defines people's needs. A park volunteer is attached to the facilities in the park, while the business man is attached to his route. People could also feel attached to a public space without using the place, such as the symbolic user that looks onto the park. The park is important for the symbolic

user because it could also influence their activities in their home. In reality, it is possible that the public space has different meanings for people. Whether this meaning is important for people is determined by the frequency that a public space is used. This also differs per person. These differences in needs ensure that not everyone is always satisfied. An elderly woman that is passed by a group youth in the park could not feel safe anymore in the park. Both physical elements as social elements play an important role in the needs of people around a public space and that makes it difficult to respond to all needs.

## Conclusions

Although the municipality of Rotterdam strives to make public spaces accessible for all people in Rotterdam, this seems to be difficult in Spangen. Public spaces are popular in Spangen and are often appropriated by one of the group that oftentimes exclude other groups from using the places. The conflicts that this appropriation causes are a result of two factors: the vision of the policymakers in Rotterdam and the diversity of needs people have towards public space. Policymakers in the municipality of Rotterdam strive to facilitate with the public spaces common meeting places that reinforce the social junctions in the neighborhood. That means that the approach of the municipality of Rotterdam is similar to how most policymakers try to create a profound feeling home in public spaces. The research of

Duyvendak & Wekker shows that fostering this profound feeling home is a common reason why in Spangen the public spaces are often appropriated by one group. The public spaces facilitate the strong ties in the neighborhood that support this profound feeling home, but that makes public spaces less accessible for weak ties. And if these public spaces facilitate both ties (figure 2.32), it is even difficult for the residents in Spangen to use the place together. The needs towards the use of public spaces are diverse that could make it even more difficult to use the place together. This also shows that the feeling home is context-dependent and to understand how the feeling home could be improved in public spaces in Spangen it is needed to investigate a certain situation in Spangen.





---

# Improving feeling home

03

*Integrated case study*

# A citizen's initiative in public space

## Chapter 3.1

Nowadays, the future city of Rotterdam is not being designed anymore by the municipality only. The citizens of Rotterdam get more responsibility to contribute to future of the city. This contribution differs from organizing events and activities to redesigning the entire street. Many of these citizen's initiatives are focused on redevelopment of public spaces and that has different effects on the neighborhood. Since public spaces have a big influence on feeling home, it is interesting to investigate how the feeling home aspects identified in Spangen are being influenced by a citizen's initiative that is requested to redevelop a public space.

### Conceptual framework: feeling home in Spangen

Feeling home consists of four aspects, social practices, social relations and public spaces that are all important to express who you are, the last aspect your identity. Researching these four aspects in Spangen showed that most residents of Spangen feel attached to the neighborhood because of the diversity and that Spangen is characterized as a neighborhood with high involvement. This high involvement is shown by the many different initiatives in the neighborhood that all perform different social practices.

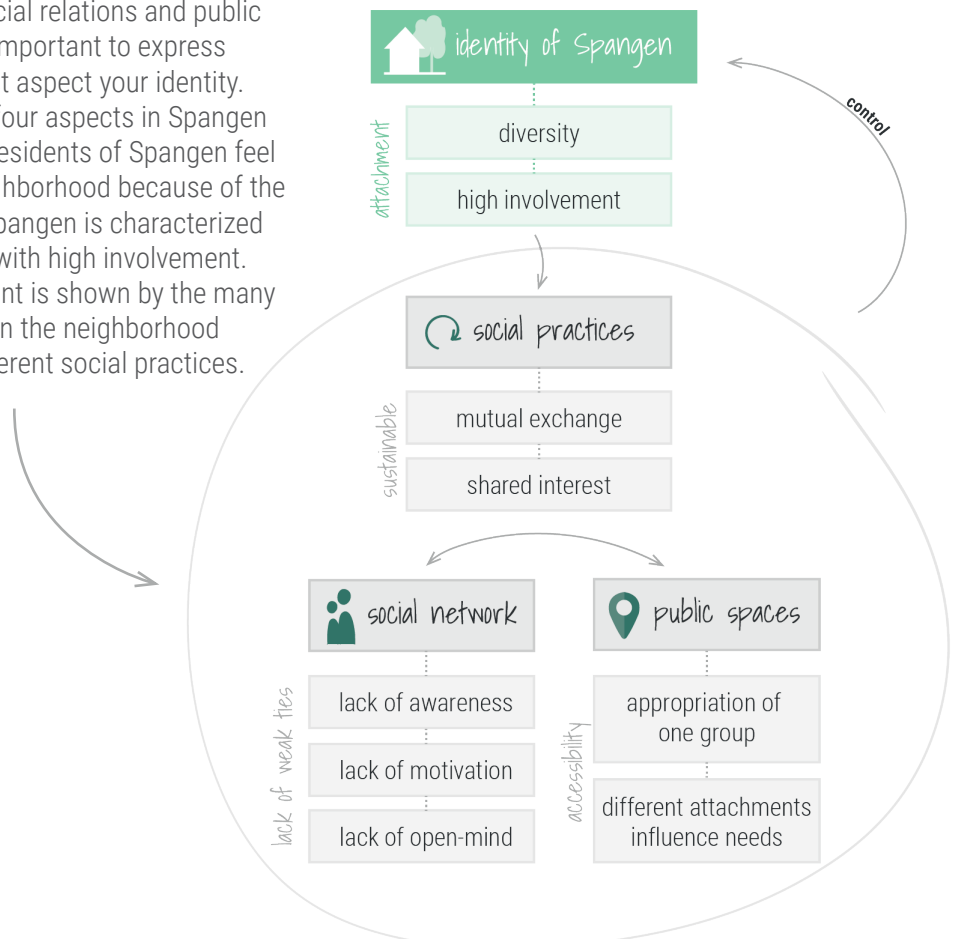


Figure 3.1: Conceptual framework: feeling home in Spangen

The social practices that these initiatives perform are sustainable because there is a shared interest or background among the participating people or they understand what they can get out of the contact (mutual exchange) what motivates to keep practicing the activity. Although it seems that this high involvement solves the problems in Spangen, there are enough people that do not have a social network. Also, the bridging contacts between the initiatives is very hard to find. People are not aware of the possibility of new social relations, not motivated or even not willing to create new social relations, while these weak ties in the neighborhood create the environment of trust and confidence. This gap between strong and weak ties is also identified in the public spaces in Spangen. The high involvement is the result of the effort of particular groups that often includes people with strong ties. These groups do not always provide space for other people to take the initiative. Although these groups support the neighborhood, it is also needed that other people in the neighborhood get the opportunity to participate. However, the opposite often happens. The groups usually operate individual and that often results in social exclusion and conflict. Most initiatives in public space are requested by one particular group. This is also the reason why it is interesting to investigate the effects of a citizen's initiative in public space. Public spaces are often in front of people's home and that makes public spaces important places in the neighborhood to feel home. Since the needs to feel home at these public

spaces are already diverse, it is interesting to investigate how these different feeling home aspects (figure 3.1) manifest in a situation where a citizen's initiative is implemented in public space.

## Method

A total of four different expert interviews with people that work for the municipality of Rotterdam, are conducted to gain insight in different initiatives that were requested for public spaces in Spangen. How the municipality supports development of these initiatives is also in the scope of this research (appendix E.1-E.3). These interviews are expanded with a literature study. The aim of these interviews and literature study is to understand the differences between the initiators of the citizen's initiative and other residents in the neighborhood. A literature research is used to gain a deeper understanding of the results of these qualitative researches. An example of a citizen's initiative in public space, treehouses in Spangen, is used to understand what has caused these differences to understand what is needed to improve the feeling home. This example is already mentioned during three interviews that were conducted to investigate the feeling home aspects in Spangen (case study). The insights of these interviews are used to research this example and to prepare additional interviews with two residents in Spangen and the district manager (appendix E.4).

### *Citizen's initiatives in public space*

One of the core values of the municipality of Rotterdam is giving their citizens the possibility to participate in developing the future city. Public spaces are a major part of this future city. Citizens get the possibility to send requests to the municipality to improve the liveability in the neighborhood. The largest amount of initiatives is being requested by residents that live in Delfshaven, the district of Spangen. The different types of initiatives that are developed in Spangen last year, show that the kind of requests is diverse. The initiatives differ from an idea for a new playground that improves the Dutch language to small improvements that brighten up local flowerbeds. Supporting these initiatives is not always simple, because each initiative is different; different initiators, different

experts and a different public space with different local residents. This shows that multiple stakeholders should be involved in the development process of the initiatives. Problems appear from exclusion of a cluster, department in the municipality, that in later stadium causes multiple problems to residents in the neighborhood that were disagreeing with an initiative. Especially, the interaction between the residents in the neighborhood seems a problem and do not always result in a promising initiative that is implemented in the public space. To understand what the effect is of a citizen's initiative on the neighborhood an example of a citizen's initiative, the treehouses in Spangen, is used to analyze the problems.

### *The treehouses in Spangen*

In 2014, two residents of Spangen performed a request at the district committee for a treehouse in the neighborhood that were designed in collaboration with 20 children in the neighborhood. After a long-term development process, two treehouses were built in the park of the 'Spaanse Bocht' in 2016 (figure 3.2).





Figure 3-2: A citizen's initiative in Spangon: the treehouses



## *The effect of the treehouses on the residents*

Although the treehouses in Spangen are the only treehouses in Rotterdam, different parties explained their trouble with the treehouses during the interviews. The treehouses are barely used and the residents are not satisfied with them. This makes the treehouses in Spangen an interesting example to research what influences the children to not play in the treehouses and why the treehouses result in negativity in the neighborhood (figure 3.3).

### **No children playing**

There are three different reasons why children do not play in the tree houses. Firstly, other groups such as vagrants and loitering sometimes confiscate the place. This is why children cannot play in the treehouses or parents do not trust the area for their children due to possible dangerous trash that is staying behind. Secondly, the place that is chosen for the treehouses is not consistent with the needs of the target group that fits the treehouses. The group of young children that could play in the treehouses live too far way to go without monitoring of their parents to the treehouses. Besides, the dog free running area that is a few meters alongside the treehouses causes a negative consequence for the parents; dog poop under their shoes. Thirdly, the actual treehouses are not as high and as adventurous as the children expected. It is regrettable that the treehouses will not be used to play, because it takes a lot of time, effort and money for both municipality as initiators to realize the treehouses.

### **Negativity in neighborhood**

The treehouses resulted into a lot of negativity about the initiators in the neighborhood, while this group only tried to take initiative for all children in Spangen. The reason for this negativity is originated from the fact that vagrants and loitering sometimes confiscate the place during evening hours. They make a lot of noise and leave trash in and around the treehouses, which causes nuisance for the residents that live near the treehouses. The treehouses also ensured that a part of the park could not be used as dog free running area. It is difficult for dog owners to stick to their designated area in the park and this causes that the dog owners have to find another place to walk the dog. Besides, people are disagreeing with the large amount of money that is spend for a product that is not often being used. The prejudices that these residents already had against the initiators is being confirmed by these negative effects of the treehouses, while it was not the intention of the initiators to bother the other residents with their idea.

# factors in context

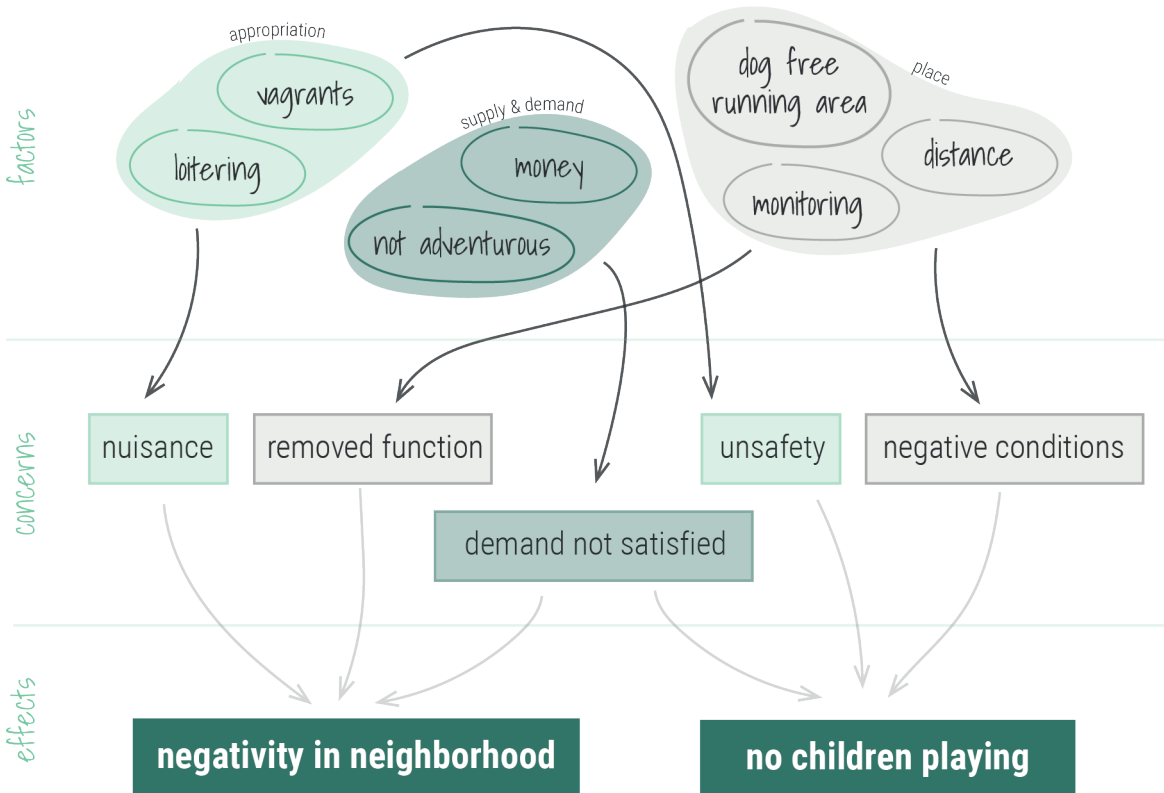
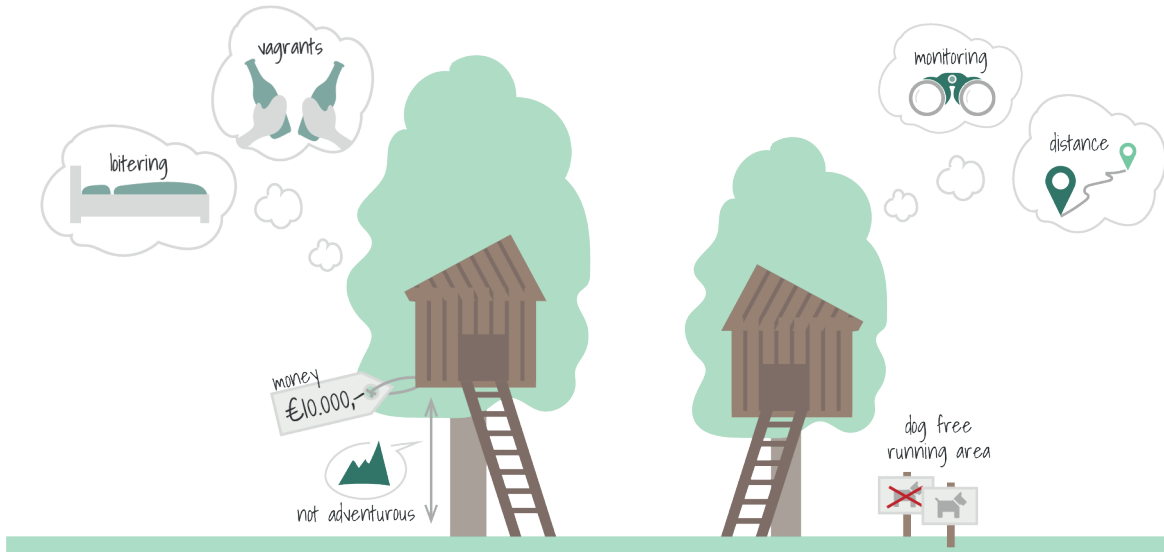


Figure 3.3: Context factors that influence the effect of the treehouses on residents in Spangon



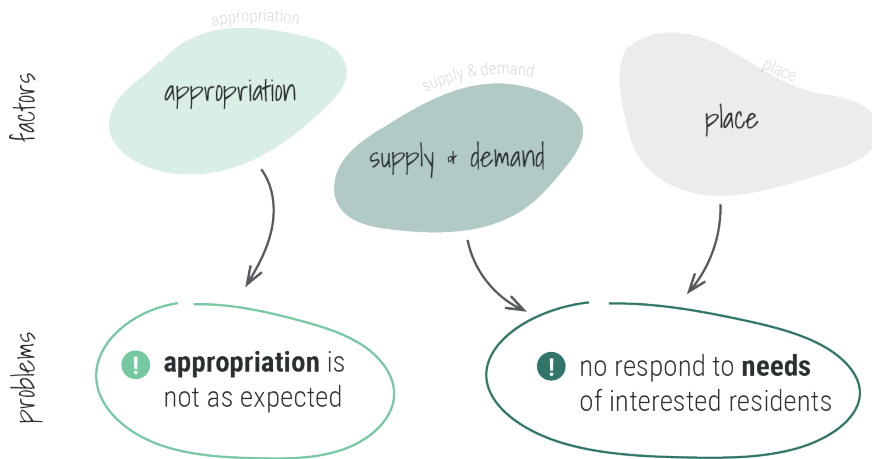


Figure 3.4: Relation context factors & problems of the treehouses

### The solution of the municipality

These effects make the municipality suggests that making a meeting place of the public space around the treehouses seems the best solution to stimulate people to make use of the treehouses. It is questionable if this solution solves the problems with the treehouses. The factors show that there are two other problems that should be solved first to improve this place (figure 3.4). The needs of the residents did not fit the final outcome and the appropriation of the public space is not developed as expected. According to

Duyvendak & Wekker (2015), it is important to involve 'the interested residents' to ensure that these people will appropriate the place 'a bit' and have the possibility to feel home at this place. The development process of an initiative in public space could already support people to become attached to the place. This development process can lead to an initiative that fits the needs of a diverse group of people. This shows that the development of a citizen's initiative is important to investigate to understand what has caused the two described problems.

## Development of the treehouses

Figure 3.5 describes the scenario of the development process of the treehouses from the origin of the idea till the use of the treehouses. Multiple steps were needed before the treehouses were approved; public support in the form of a brainstorm, filling in different forms to submit the request to the district committee and defending the idea during the assembly of the

district committee. After the treehouses were approved, different meetings were conducted to involve different stakeholders in the development process of the treehouses. Finally, the initiators received the responsibility to make plans to realize the idea. They hired a treehouse builder to build the treehouses and organized an event to promote the treehouses.

### development of treehouses

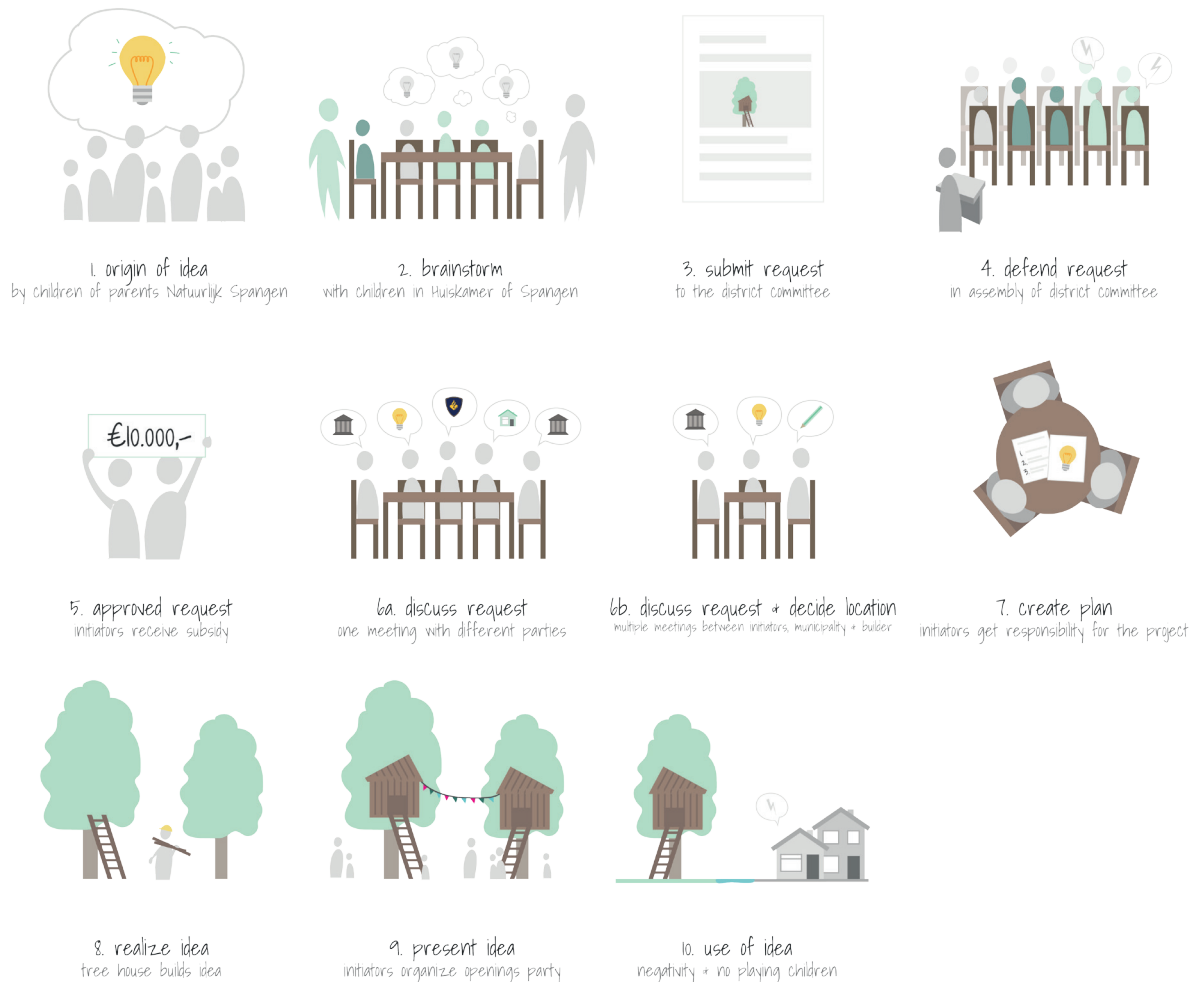


Figure 3.5: Scenario the development of the treehouses

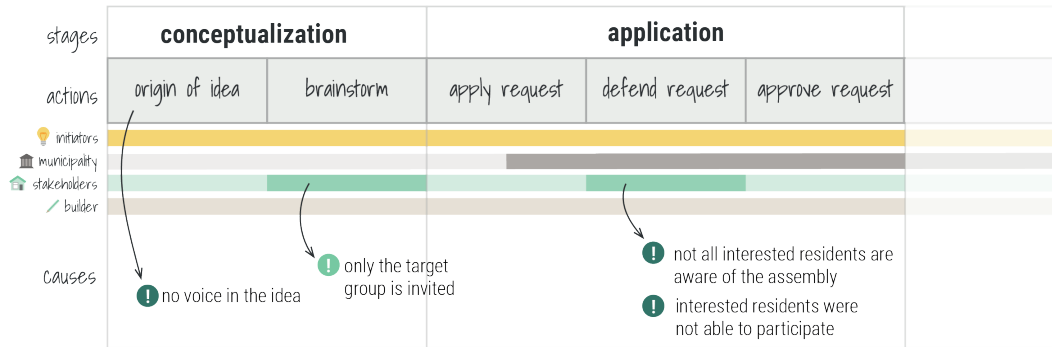


Figure 3.6: Development process of the tree houses

This scenario shows that during the development of the treehouses different stakeholders were involved. Figure 3.6 shows when these stakeholders were involved and how that has caused that other residents were not correctly involved. These causes explain why the appropriation was not developed as expected and why the treehouses did not respond to the needs of the other citizens (figure 3.7).

### Needs relevant stakeholders

One of the reasons why the treehouses do not respond to the needs of the interested residents, could be clarified by the low involvement of the interested residents during the development process. Not all residents were aware of the idea and could give their opinion. The idea was on the agenda of the district committee's monthly meeting, but it was not explicitly promoted to the residents that live near this place. Beside the fact that people could have been

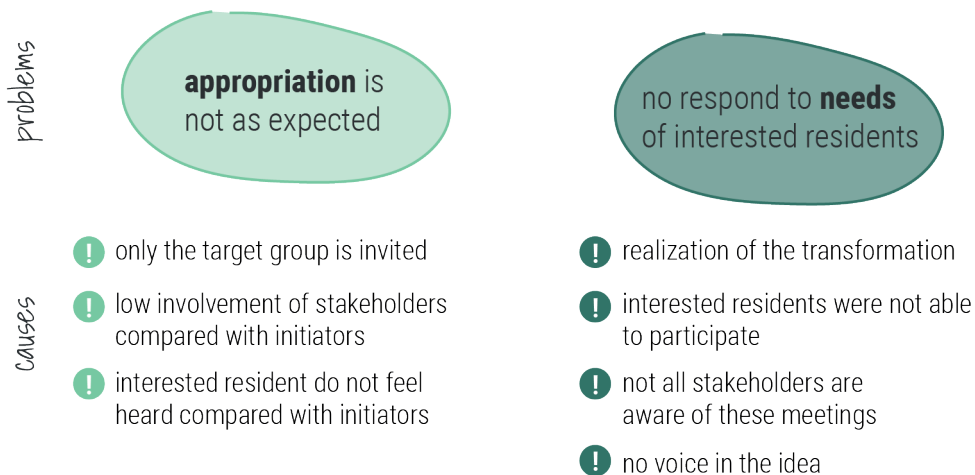
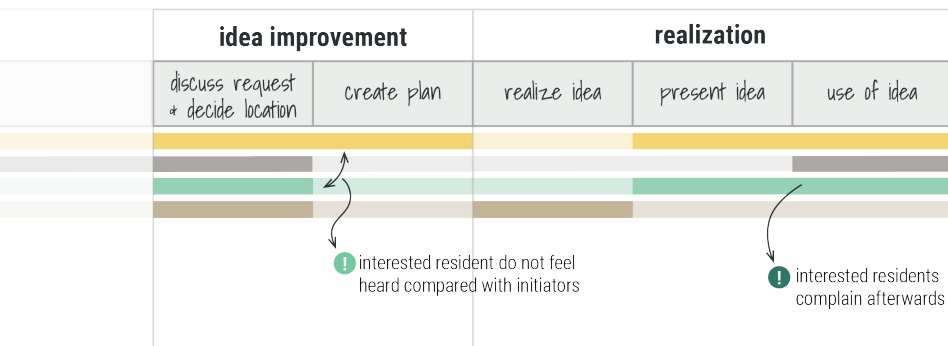


Figure 3.7: Problems with the treehouses related to the causes discovered in the development process of the treehouses



unaware of the situation, some people only realize the consequences of an idea when it is already physically there. This could be the reason why people have not provided their feedback earlier in the process. The people that were aware and have joined one or two of the meetings during the process had only the possibility to give feedback on the idea instead of redesigning the place itself. This could also have influence why the treehouses do not fit the needs of the interested residents.

### Appropriation of place

Due to the fact that the interested residents did not get the possibility to have a voice in the idea, only the initiators felt responsible for and attached to the place. The idea was already focused on a specific target group, children. This is also reason why people out of the target group do not feel attracted to the place anymore. The initiators tried to involve a diverse group of children in the process, but a large group of children and parents were not involved. This might explain why also a part of the target group does not use the place. This group and all other interested residents were not often involved

in the development process compared with the involvement of the initiators. This ensures that a feeling of ownership is not developed among these residents.

### Development of a citizen's initiative in public space

The example of the treehouses showed that the focus of the municipality was mainly on the initiators of the initiative. This is also discovered when investigating how the municipality supports citizen's initiative in public space. The municipality offers support to develop their initiative by different articles and movies on their website or joining CityLab010, a workplace where professionals support citizens to improve their idea an. This means that citizens should take the initiative by themselves to receive support of the municipality. The support is depending of the expected costs and complexity of the initiative (Synthetron, 2017). Figure 3.8 shows the three possibilities where citizens can request their idea to get funding and support from the municipality. For each of these requests, the

initiators need to fill in different forms that should also show the public support for the idea in the neighborhood. The municipality checks (figure 3.8: decision model) whether the idea is feasible after the request is submitted. If more public support is needed, the municipality sometimes supports the initiators by providing advice on how to achieve this. The district organization is the cluster, department in the municipality, that has knowledge about the different neighborhoods. They give the initiators advice on how to approach other residents, for example through residents' evenings, letters or posters. The initiators often get the responsibility to execute this approach. As described in the example of the treehouses,

the initiators organized a brainstorm before the request and defended their idea during the assembly of the district committee. Other residents have the possibility to attend this assembly and to give their feedback. This ends in a voting for or against the idea and determines if an initiative is accepted. The CityLab010 request will be reviewed two times in the year by the different clusters in the municipality and they decide if the idea is

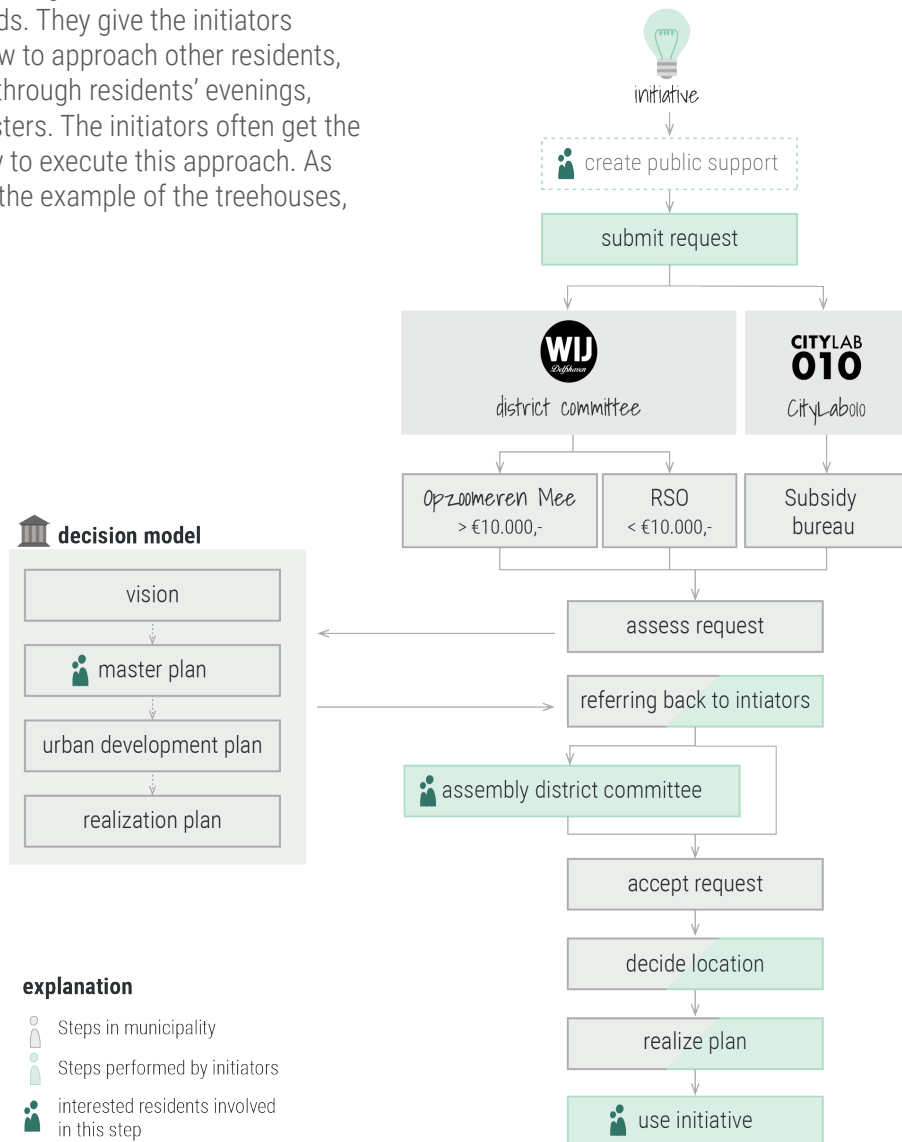


Figure 3.8: Development process of citizen's initiatives and the relation between the different stakeholders

accepted. The next steps in the development process are being executed by the initiators or in collaboration with the municipality. CityLab010 also supports the initiators to create and realize a plan. It often happens that the specific location of the initiative is being decided after the request already is accepted.

This shows that the problems identified in the example of the treehouses could also appear in other initiatives that are requested for public space. The support of the municipality is focused on initiators that take initiative by themselves. The involvement of other residents is often the responsibility of these initiators. Although the municipality advises the initiators how to approach other residents in the development of their initiative, this does not always happen or work out as expected due to time, money and misjudgments of the municipality. Besides, most requests for public spaces are from social entrepreneurs instead of residents that want to improve their neighborhood. The requests are often not for a public space in front of their home, what could also cause that the initiative do not respond to the needs of the local residents. Therefore, it is needed that this difference in involvement between the initiators and other interested residents should be solved to enable both could feel home in the public space.

## Conclusions

A citizen's initiative in public space could have a negative effect on the feeling home of the residents that live around the public space when these residents are not or barely involved in the development of the initiative. The treehouses, an example of a citizen's initiative in public space, shows that this difference in involvement causes that only the initiators feel attached to the public space and that the initiative only responds to the initiators' needs. This results into different conflicts and a public space that is rarely used. The municipality advises the initiators how to involve these other citizens, but often the responsibility is transferred to the initiators. This shows that the municipality is mainly supporting the initiators in the development of a citizen's initiative in public space. These initiators are often the same promising group in the neighborhood, which are the same groups that determine the high involvement in Spangen. The power of the initiators is being reinforced by the municipality, while this is the group that already takes initiative by themselves. This causes the difference in involvement and responsibility and results in conflicts and an initiative that is rarely used. Although a large part of the population does not have the motivation to take initiative, these people want to feel home in public spaces that are important for them. That could motivate also other residents than the initiators to be involved in the development of a citizen's initiative in public space. This could close the gap between strong and weak ties in Spangen.

# Design brief

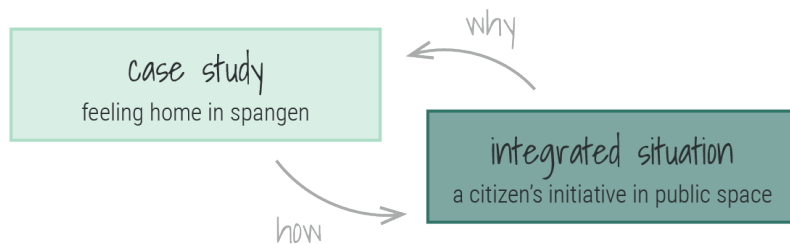
## Chapter 3.2

**A design brief describes the scope of the design that is being developed. This scope is often determined by the problems that appear in the current situation. The current situation in this master thesis contains on two levels. That means that the feeling home in Spangen (case study) describes the context of an integrated situation in this neighborhood, a citizen's initiative in public space (chapter 3.1), that defines the scope of the design brief. The problems found in this situation are connected to the problems found in the case study and together define the design criteria. These design criteria define what is needed to solve the design goal that is used for the design of BuurThuis concept (chapter 4.1).**

### Method

The design brief is based on the insights collected in each of the feeling home aspects: identity, social practices, social network and public spaces (case study). Also, the insights of an integrated situation in the neighborhood, a citizen's initiative in public space (chapter 3.1), are included. Figure 3.9 shows how the case study and situation are related to each other and how they together describe the scope of the design.

The case study is used to describe why it is relevant to improve this situation and how this situation fit the aim of this master thesis: how could the feeling home in neighborhoods that are being transformed be improved. This describes the current situation of the design. The insights in the case study are also used to understand why the situation, a citizen's initiative in public space, is a problem and what is needed to improve this situation. These insights are translated into the design opportunity.



**Figure 3.9:** Relation between the case study (section 2) and the integrated situation in this case study (section 3)



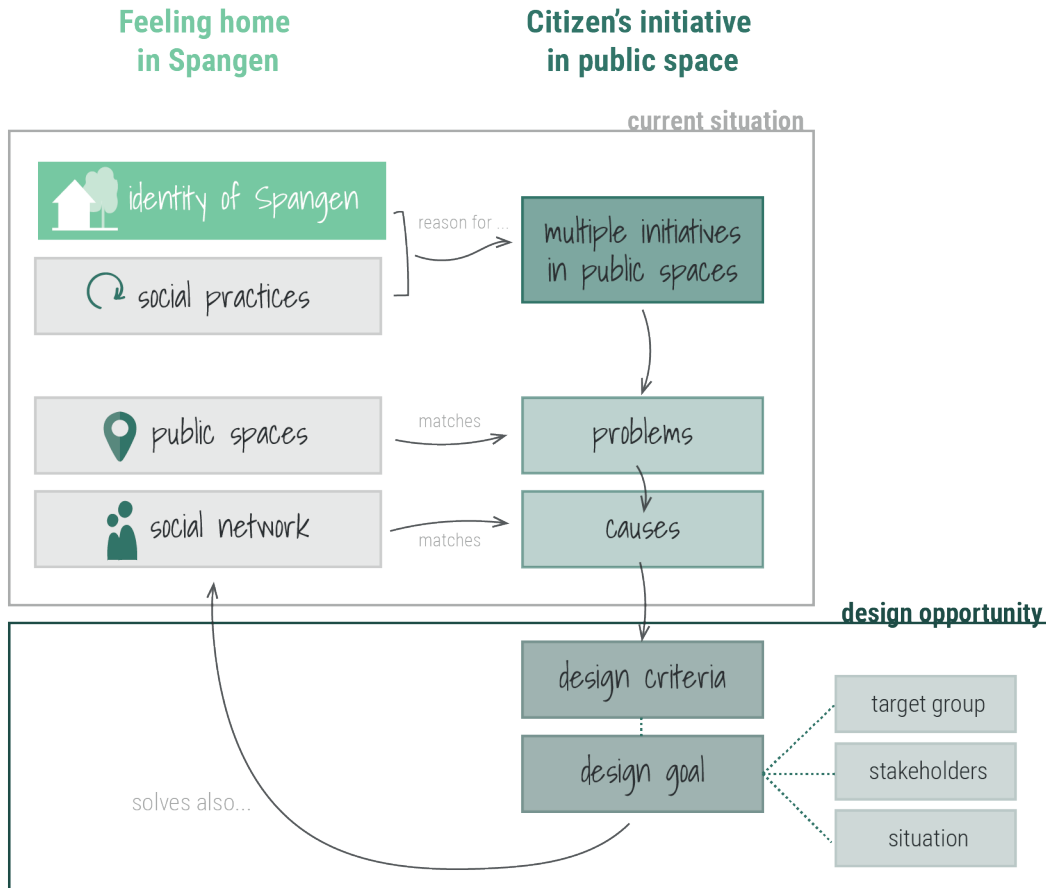


Figure 3.10: Relation between the feeling home aspects and the findings in the integrated situation

### Current situation

The case study in Spangen showed why people feel attached to the neighborhood and what is currently missing. The high involvement in Spangen has been resulted into multiple initiatives that are often requested for public spaces in Spangen (figure 3.10). The problems identified in public spaces in Spangen are being reinforced when a citizen's initiative is implemented in Spangen as a consequence

of the lack of weak ties in the social network of Spangen. The problems that causes this lack of weak ties correspond with the causes why people are not satisfied with the initiative that is implemented in public space. This shows that solving the design criteria that are based on these causes, also solves a part of the problems in Spangen that prevent people from feeling home.

## Feeling home in Spangen

The diversity of people and high involvement in Spangen have caused that there are multiple social practices being performed in Spangen (figure 3.11). From green initiatives to weekly dinners, there are many activities performed by different people. The people that perform a social practice often have a shared interest or background. That stimulates them to keep performing

their social practice and also causes strong ties between the people within this social practice. Although these strong ties improve the feeling home for these people, it also could exclude other people to join their social practices. The research findings in this master thesis (chapter 2.3) showed that the high involvement in Spangen is mainly based on the social practices with strong ties

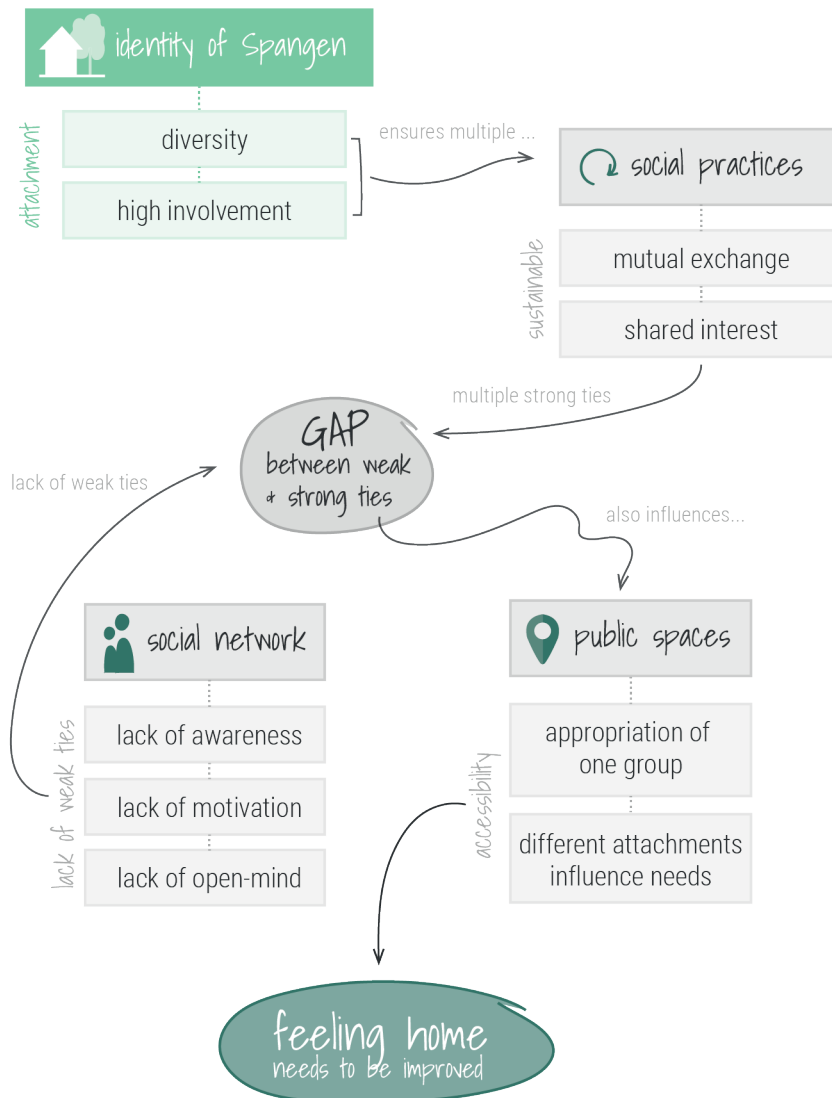


Figure 3.11: Relation between the factors identified in the analysis of the feeling home aspects in the case study

and that the weak ties are often missing in Spangen. Since not all people need to have strong ties, it is important that these weak ties are also stimulated in the neighborhood. These weak ties ensure that people can feel safe and confident in the neighborhood and those are essential in an environment in which people can feel home. The gap between weak and strong ties in Spangen is also identified in public spaces (chapter 2.4). Public spaces are often appropriated by one group that exclude other residents from using the place or causes that each group claims their own part of the public space. The needs how to use the place are diverse and that also makes it difficult to use the public space side by side. Changing something in the development process of a citizen's initiative in these public spaces, could be an opportunity to solve also the problems in these public spaces.

### A citizen's initiative in public space

The gap between strong and weak ties in Spangen also causes the problems when a citizen's initiative is implemented in public space. Particular groups in Spangen take often initiative in Spangen and do not always provide space for other people. The responsibility to involve other citizens is given to the initiators. The municipality takes a more advisory role to the initiators. This approach reinforces the power of the initiators, while this is the group that already

takes initiative by themselves. These other residents are currently not encouraged to participate and as a consequence other residents are often not involved. The reason why people are not involved makes the lack of weak ties visible. Other residents are not aware (lack of awareness), are not motivated (lack of motivation) or are not willing (lack of open-mind) to be involved. This difference in involvement in the development process between initiators and other residents result in appropriation and in fulfilment of the needs of the initiators only. That also shows one of the causes why public spaces are often claimed by groups with strong ties (figure 3.12). Therefore, responding to this situation is an opportunity to make a citizen's initiative in public space more promising, but it is also an opportunity to respond to the factors identified in the case study.

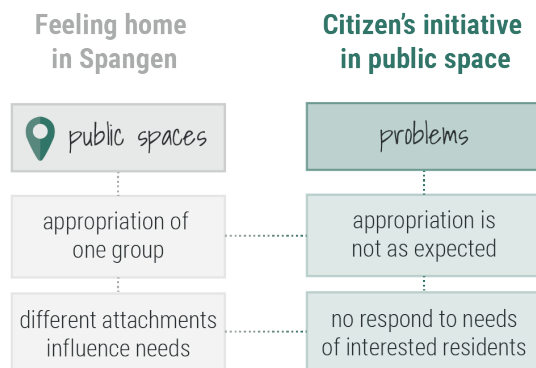


Figure 3.12: Relation between problems identified in the case study and the integrated situation

## Design opportunity

For most people the experience of public outdoor spaces in a neighborhood have a significant influence on their feeling home in the neighborhood. Especially when this public space is in front of people's home. These people feel home when they are safe and can control this place. Currently, most interested citizens around this place are not correctly involved when a citizen's initiative

is requested for this public space. People are not aware of the initiative or do not have same chance to give their opinion about the public space. This is why people lose control and do not feel home at this place. Therefore, it is needed to enable that these people have the same chance to participate in the development of the initiative.

## Design goal

I want interested residents to become involved in the development of a citizen's initiative in public space directly after the initiative is requested.

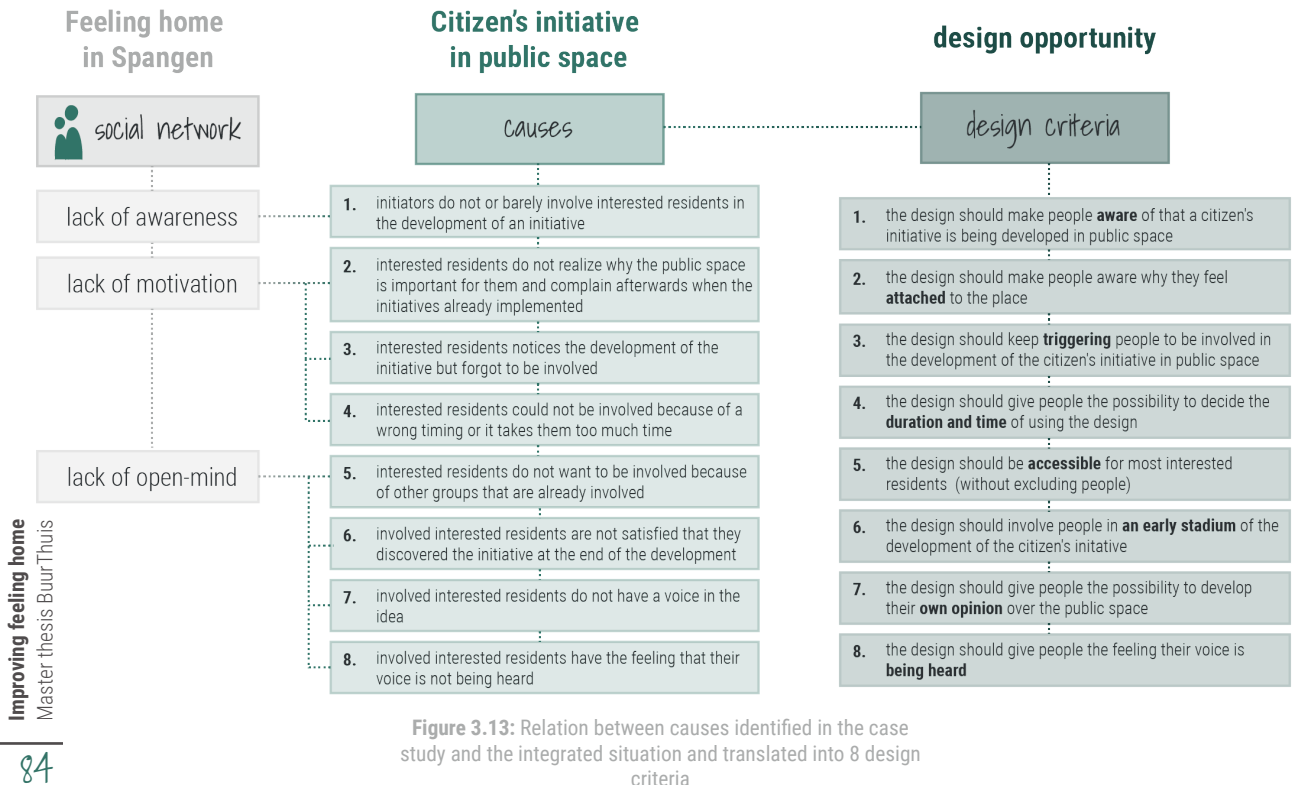


Figure 3.13: Relation between causes identified in the case study and the integrated situation and translated into 8 design criteria

### Design criteria

Figure 3.13 describes the design criteria that are based on the causes identified in the case study (chapter 2.3) and the situation (chapter 3.1). The design criteria explain what is needed to make it possible to make participating in the development of the citizen's initiative more accessible for the interested residents

### Situation

In the current development of a citizen's initiative, it often happens that the municipality accept a request before the location is decided (figure 3.14). This shows that the public support that is created by the initiators does often not include the interested residents, but only people from their personal network in the neighborhood. It is important that the location already is discussed before the request is accepted. This should mean that the design is being implemented after the location is discussed and before the idea is realized. However, the findings show that the currently involved people were not satisfied with being involved lately in the development process (figure 3.13: criteria 6). People did not have a voice in the final idea and that makes that they do not feel being heard by the initiators and municipality. It is suggested to implement the design phase right after the initiative is requested. The municipality has the time to review the initiative and together with the initiators could decide the location of the initiative. The design could support the initiators and municipality to discover if this location is appropriate for the idea or that the idea should change. This makes the ideas that are being realized more realistic

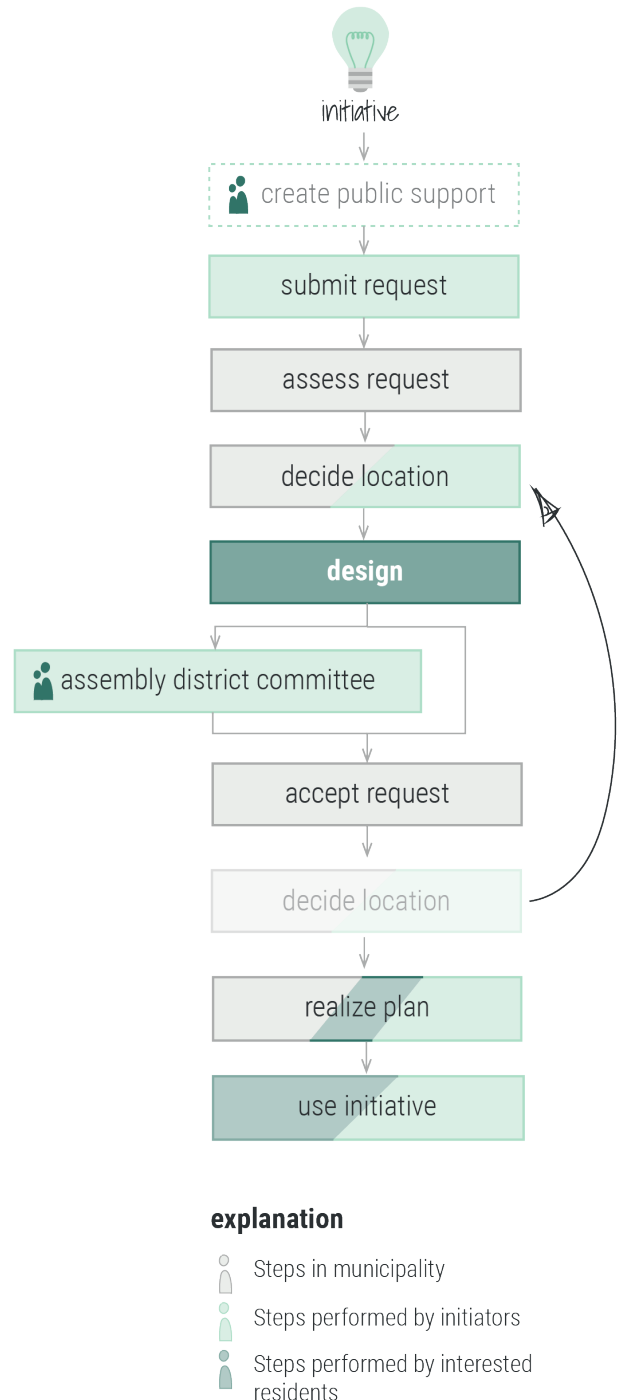


Figure 3.14: Desired development process of a citizen's initiative in public space

and creates also more public support for the idea earlier in the development process of the initiative (figure 3.14). This also gives the residents the possibility to have a voice in the initiative.

### Target group

The initiators of the initiatives in Spangen are often the same people in the neighborhood that initiate an idea in public space. These people are often not representative for the diversity in the neighborhood. Making these initiators more representative for the neighborhood is important, especially in heterogeneous neighborhoods such as

Spangen. The different perspectives in these neighborhoods make it difficult to find an appropriate way to involve all this people and to result into a promising outcome that fits all their needs. A public space is relevant for people when they feel attached and regularly use the place, referred to as interested residents. This are the people that are important to include into the development of the initiative. The research findings showed that the needs to feel home in a public space are related to the meaning people give to the place, active, functional or symbolic (chapter 2.4). The personas that are based on these

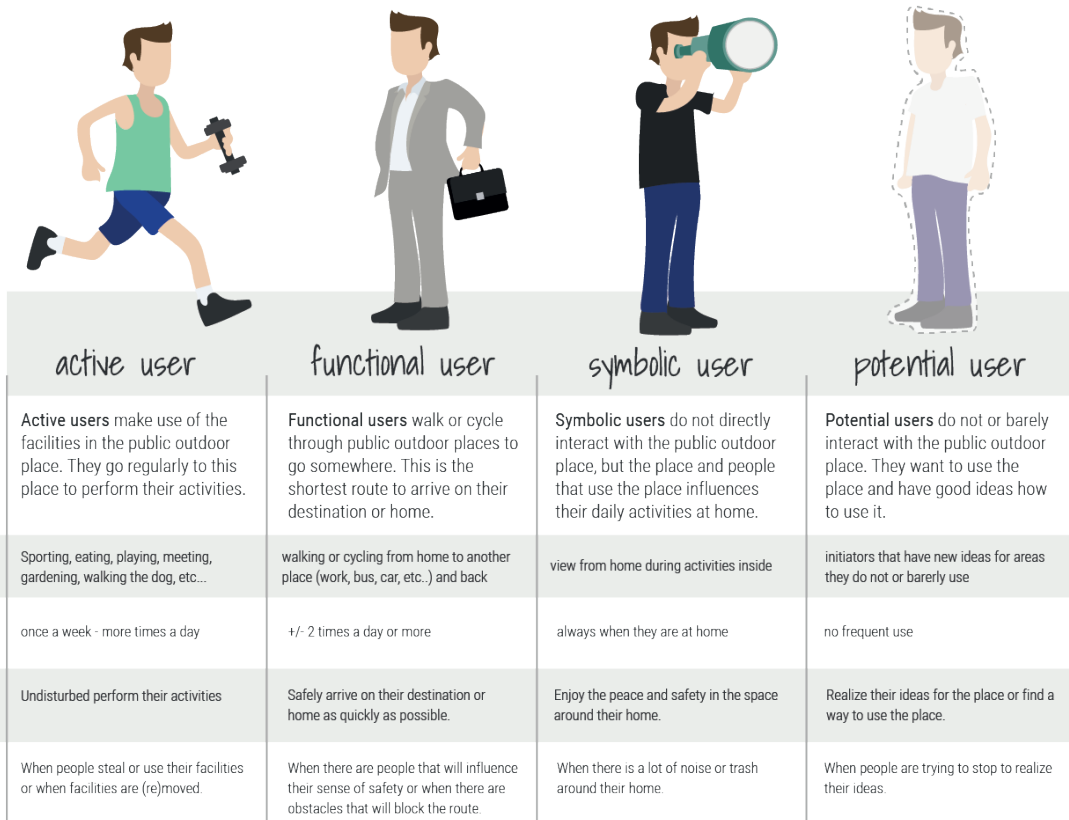


Figure 3.15: Personas that define the target group for the design

meanings can be used to design for this diversity of needs (figure 3.15).

Since the initiators in Spangen often have ideas for public spaces they do not often use themselves (chapter 2.4), these people are also described in one of the personas, potential users. This are not the initiators of the initiative that is requested, but initiators in the neighborhood that are very active and have interesting ideas for the public space.

## **Stakeholders**

### *Municipality*

The design is a part of the development process and this means that the stakeholders that are involved in this process are also the stakeholders for the design. The municipality is one of these stakeholders that have an important influence on how residents are involved in the development process. Figure 3.14 shows how the development process should be changed to make participating more accessible. That means for the municipality that more research should be done before the design comes in. This saves time and effort at the end because it is early identified if an initiative is promising to be realized with the design.

### *Initiators*

Since the current vision of the municipality is mainly focused on encouraging the initiators, the approach of the municipality should also be changed to reach the design goal. This has consequences for the initiators and that makes it important to keep them involved in the development process. The involvement of the initiators could have an effect on the accessibility for other residents or even

exclude people. Therefore, the initiators of the initiative are not included in the design but in other steps of the development process. A proposal should be included in the design how these initiators should be involved in other steps of the development process because they are also residents in the neighborhood that should feel home in the public space.

## *Conclusions*

A design that makes participating in the development of a citizen's initiative in public space accessible for interested residents is an opportunity to solve problems as lack of appropriation and an initiative that does not match the needs of the residents. Since both of these problems also caused the lack of feeling home in public spaces, the design also is an opportunity to improve the feeling home in public spaces in Spangen. The design includes also the residents in Spangen that do not have a social network in Spangen and that makes the design an opportunity to improve the lack of weak ties in Spangen. Both improving the public spaces and the lack of weak ties in Spangen are needed to create an environment of trust and confidence in the neighborhood to feel home. Therefore, the design goal and design criteria represent a promising opportunity to gain a deeper understanding of how the feeling home in Spangen could be improved.





# BuurThuis

*Proof of concept*

04

# BuurThuis concept

## Chapter 4.1

**BuurThuis is a proof of concept that demonstrates how interested residents could be involved in the development of a citizen's initiative in public space. These residents are currently not or barely involved in this development compared to the initiators of the citizen's initiative (chapter 3.1). This separation leads to a reduced feeling home in the public space, while this feeling is important to trust and feel confident in the neighborhood. Since people have different needs how they prefer to be involved in the development process (chapter 3.2), an extensive research is conducted to discover how to respond to these needs. BuurThuis concept explains how to respond to these needs and how this stimulates the feeling home in the neighborhood Spangen.**

### BuurThuis

BuurThuis is a pop-up installation that activates people to participate in the development of a citizen's initiative that is requested for the public space where BuurThuis is settled (figure 4.1). Local interested residents are often little or not involved in the development process of a citizen's initiative in public space, while this has an important influence on if people experience this public space positively. The few people that are involved in the development can only agree or disagree on a proposed idea, because they are often involved late in the process. A citizen's initiative is already accepted before a location is adopted. This does not safeguard that the initiative is based on the needs of the people that live near the place. Acting in such a way could result into an initiative in public space that is not being used or experienced positively.

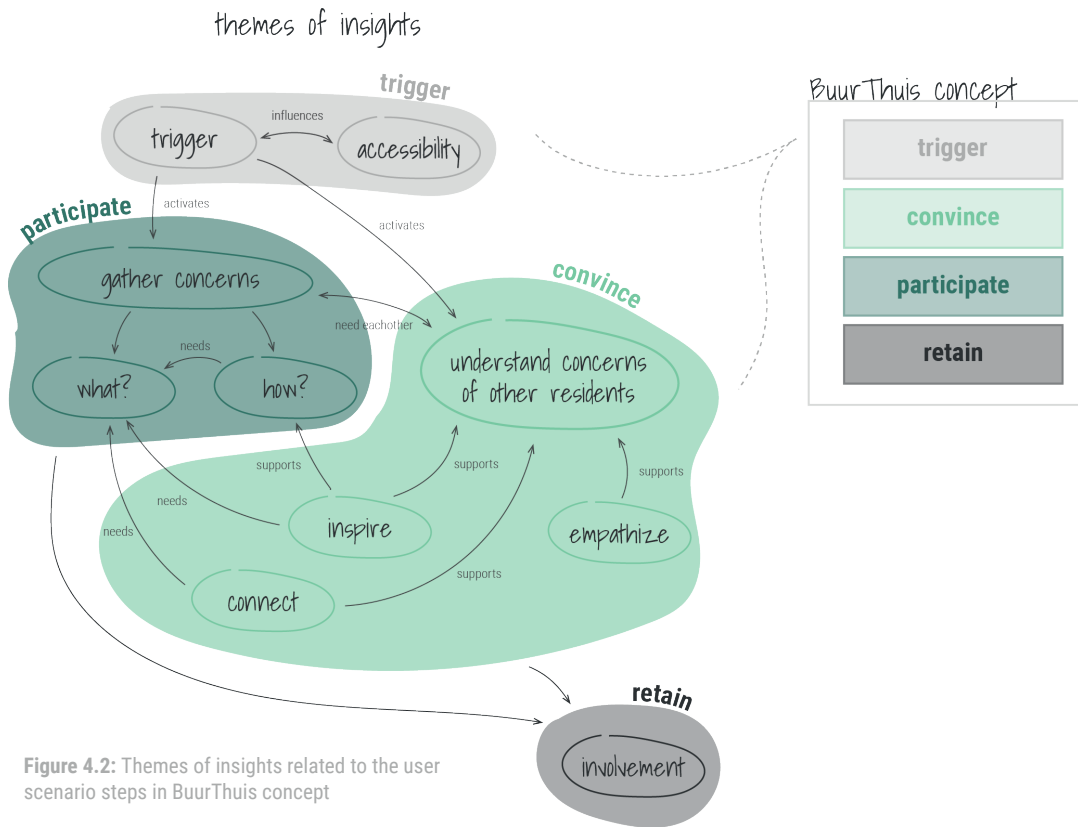
BuurThuis activates people earlier in the development of this citizen's initiative. Residents are given the possibility to give their personal concerns about the place, without being influenced by the idea that is

requested. Due to physical characteristic of BuurThuis, it keeps reminding people to form and give an opinion about the place instead of ending up at the bottom of the pile. The user can be inspired by the opinion of other people in the neighborhood, which supports and stimulates people in forming their own opinion. BuurThuis helps users to go through a personalized 'phased plan' to discover what makes or could make this place important. In this way, BuurThuis makes participating accessible for a larger target group before an initiative in public space is accepted. This personalized plan also stimulates people to be involved in further developing of the initiative. The users can choose their desired way how they prefer to keep involved in this further development.

The way in which BuurThuis people involves in the public space, gives residents in the neighborhood the possibility to appropriate the public space and to create a positive association with the public space. This are both important aspects that are needed to feel home in the neighborhood.



Figure 4.1: BuurThuis concept



**Figure 4.2:** Themes of insights related to the user scenario steps in BuurThuis concept

## Method

BuurThuis concept is the final result of the explorative prototype approach conducted in this master thesis (figure 4.1). This approach is used to test and analyze the design criteria and to discover new directions that are important to involve local interested residents. A total of 5 different design interventions are performed including 12 different participants (appendix F.1 – F.5), one pre-evaluation study is conducted with 7 different participants (appendix G.3) and multiple design activities are performed in between these interventions (appendix F.6). All insights of the design process are analyzed and clustered into themes that describe factors that are important to involve the different types of residents (appendix

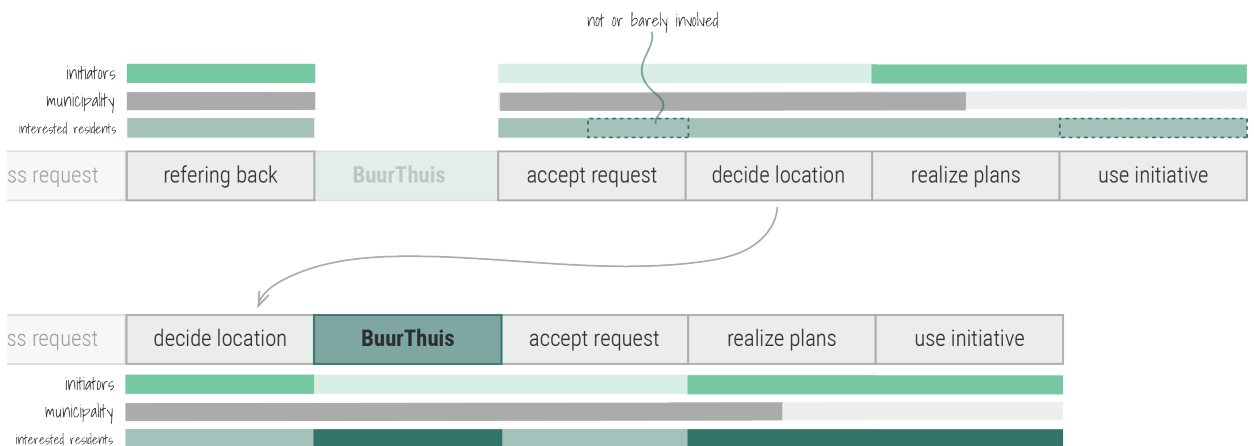
F.7). The insights are combined during different design activities and used to design BuurThuis concept. BuurThuis concept contains four different user scenario steps that are based on these themes (figure 4.2).

Since the insights were diverse, a flowchart was created to show an overview of all interactions between and within the four steps that respond to these insights (appendix G.1). This flowchart is used to design the different parts (embodiment, screens and handsets) and the interaction between the different parts to demonstrate a proof of concept: BuurThuis.

## Scenarios

Although BuurThuis concept is designed for local residents, it is also important to include stakeholders in the steps before, during and after the use of BuurThuis. The researches in the case study and integrated case study showed that the presences of other people and the fear to lose ownership over the place, could affect if people are willing to use BuurThuis. This could also influence the experience with BuurThuis in a negative way. Since the appropriation of a place and a positive experience with the place are both needed to make people feel at home, user scenarios as well as stakeholder scenarios are developed. Figure

4.3 shows how and when the users and stakeholders are involved in the development of the citizen's initiative and what the difference is with the current situation (chapter 3.1). BuurThuis enhances the balance between the involvement of the initiators and other residents. This could also result in more public support and a more representative group that is taking up the further development of the citizen's initiative. Therefore, it is important that BuurThuis concept responds to the design criteria (chapter 3.2) to include the residents that are interested.



**Figure 4.3:** Current development process of citizen's initiatives in public space related to the desired development process

## User scenarios

The development process only results in a promising initiative, if the interested develop a positive experience with the place during this process. This positive experience is based on what people's attachment is to the place. The different personas (chapter 3.2) describe how people prefer to use public spaces and what influences if people are able to perform their social practices. Therefore, these personas are used to describe the different user scenarios. Figure 4.4 shows that BuurThuis consists of four scenario steps; trigger; convince; participate

and retain; that could be performed in a different sequence. The user can choose to skip a step or to come back later to perform a step. All steps are needed to make the use of BuurThuis concept accessible for all four personas. Each step is a certain trigger that stimulates people to perform the next step in BuurThuis concept. The last step lowers the threshold to participate in the further development of the initiative. This shows that all steps are relevant and important to fit the needs of the four personas.



# user scenarios

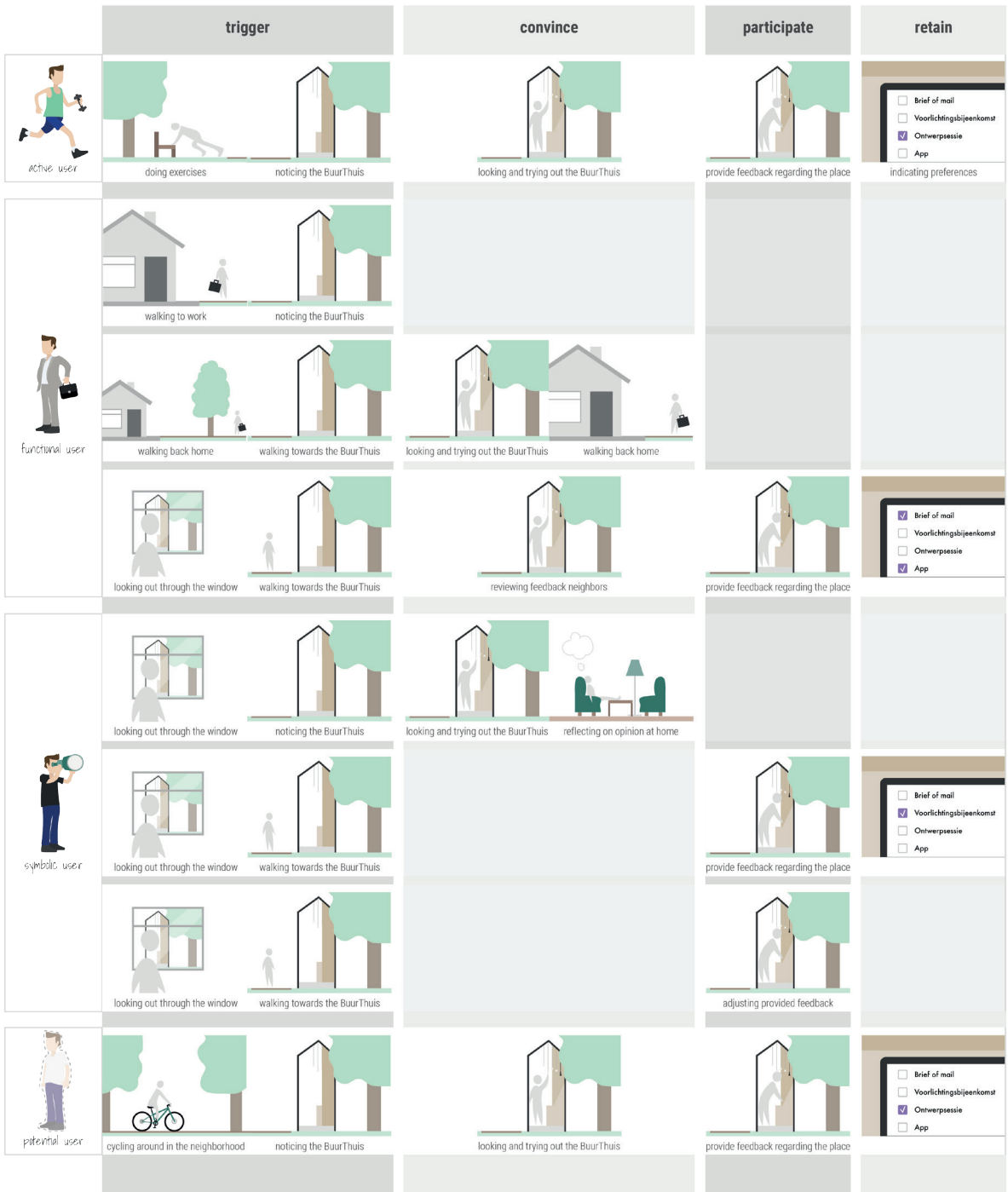


Figure 4.4: User scenarios of the different personas

## Trigger

The trigger is the first moment people encounter BuurThuis. People can notice BuurThuis from nearby as from faraway. Both situations should be attractive and inviting to get closer to BuurThuis.

### *The aim of the step*

The first goal of this step is to attract people to BuurThuis concept and to convince people to discover the installation. The triggers in the current participation methods, such as letters, e-mails or a house-to-house approach, are easily forgotten and have often a wrong timing. People cannot choose when to be involved and that is also why large groups do not participate. There is a group that realizes the effects of the transformations afterwards. This group often starts complaining at the end of the process, when changing the idea is difficult.

BuurThuis is a physical object that activates people when using the public space and enables people to choose their personal timing for participating. An actual physical object makes it easier to imagine what the possible effects of a transformation will be (appendix G.3). The design interventions show that to reach this effect other factors need to be implemented in the concept. These factors are depending on the distance from where people notice BuurThuis. The scenario in figure 4.4 describes a difference in how people encounter BuurThuis; some people pass the installation automatically (active user), while others need to take this step by themselves (functional, symbolic and potential user). This shows that BuurThuis needs to be designed for two different scenarios: faraway and near. Figure 4.5 & 4.6 give an overview of all these insights related to these two scenarios.

situation 'faraway'

## make curious



### Text

This open question makes people curious, because it hints about the function of BuurThuis and it does not give a direct answer.



### Shape

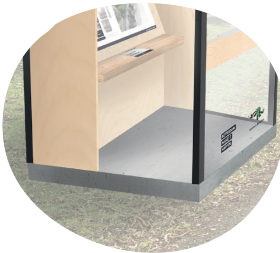
This shape does not directly refer to an existing object. When people cannot make an assumption on basis of the shape, the function of the installation keeps a little vague. This motivates people to get closer and discover the function.

### Size

BuurThuis should stand out in order that people notice it. A limitation is that BuurThuis should fit in different public spaces. Therefore, BuurThuis is quite high, but the other dimensions are limited.



## trigger intrinsic motivation



### Permanent

BuurThuis, seen from a distance, looks a permanent installation. This characteristic has a stronger impact on the actual use of the place and encourages people to take action. The first reaction of people could be negative, because the size of BuurThuis can hinder people. Therefore, it is needed that this experience will disappear when people get closer.



## create ownership

### Logo + branding

Prejudices could cause people will not get closer to the installation, when BuurThuis will be associated with a certain group in the neighborhood. The logo and branding of municipality Rotterdam causes that people will associate the installation with an anonymous party.

associated with...



### Information column

Although the shape of BuurThuis is a little vague, people will try to associate something unknown. The research findings show that people will associate this installation with an information column. An object where people can receive information. This also activates people to have a look.

Figure 4.5: Factors that influence if people are activated to get closer to BuurThuis concept

situation 'near'



## assure

### Temporary

The text will explain people that the installation is placed for only 2 weeks. People will permit more characteristics (such as size), when it is temporary.

### Explanation

People get closer to BuurThuis to receive a better understand of the installation. More information about the goal of the installation is needed to convince people to participate.

## keep curious

### Transparency

The installation should be secured to prevent destruction. An entirely closed installation makes people less curious. Transparency makes people curious to try out the installation in both situations; closed and open.

### Interactive

The interactive screens and light bulbs are visible due to the transparency. Movement and light trigger and make people curious.



## create ownership

### Voting booth

In order to support people to develop a personal and honest opinion, it is needed to create social distance. The presence of other people (mainly another group) can cause people will not move to BuurThuis or people dare not give their actual opinion. Therefore, the shape of BuurThuis is related to a voting booth.

Figure 4.6: Factors that influence if people are activated to step into BuurThuis concept

### Scenario 'trigger'

BuurThuis concept should be striking enough to make people curious to come closer to the installation (figure 4.7). A way to make people curious is to make the function of BuurThuis concept a little mysterious. This means that when people do not know where BuurThuis concept is intended for, it is more likely that people come closer to find out what the function of BuurThuis is.

Although this is needed to activate people to come closer, more information about this function is needed when people are nearby BuurThuis. People need to be reassured that BuurThuis is a pop-up installation and be convinced to participate. This combination of factors activates people to step into the installation to perform the next step.

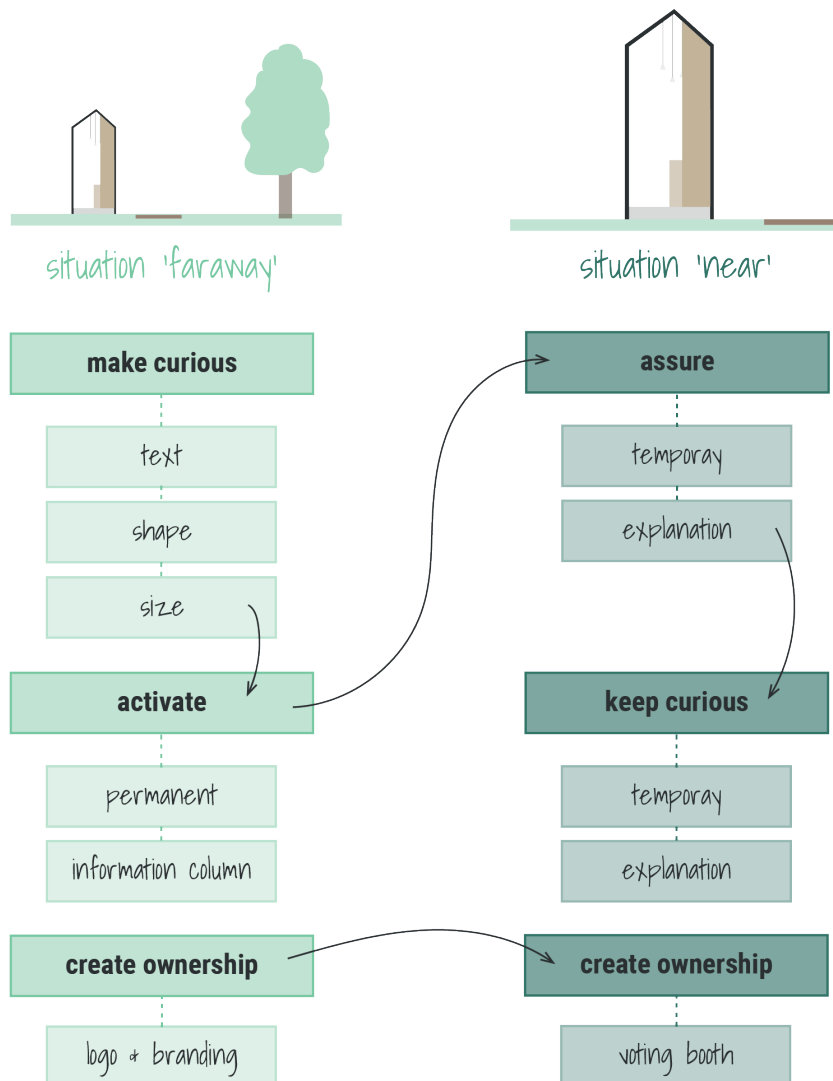


Figure 4.7: Relation between the factors that influence if people are triggered to step into the installation



## **Convince**

The aim of the trigger is to activate people to get closer to the product and to feel invited to try out the product in this scenario step. Since the trigger step does not clearly explain the purpose of the installation, the convince step needs to explain and convince people that it is easy to participate in the process.

### *The aim of the step*

The aim of this step is to convince people to give their opinion about the public space. Because people can try out the installation without obligation, it reduces the threshold to participate in the following steps of BuurThuis concept (participate & retain). The insight in the opinions of neighbors can support people in forming their own opinion. This insight makes people also realize what impact possible ideas can have because these

opinions serve as an inspiration source. This ensures that when people are completely disagreeing upon or extremely enthusiastic about an opinion. That stimulates people to give their own opinion.

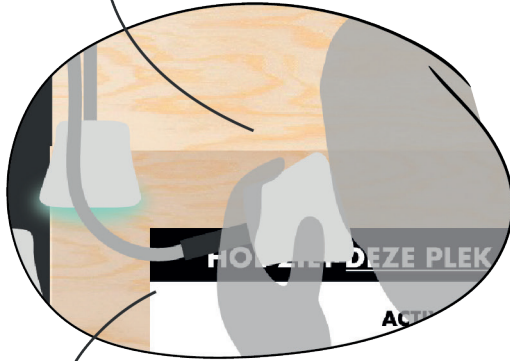
### *Scenario 'convince'*

Figure 4.8 describes a scenario how a user can navigate through the system to discover the opinions of the neighbors. There is no difference in scenarios regarding the four different personas. It is possible to skip this step because there are people that are not interested in the opinions of their neighbors. The user can also change between the current and future situation of the public space to see how people are currently using it and what future ideas for the public spaces are (figure 4.8: step 1).



scenario 'convince'

Listen to a record of a neighbor  
The meaning of an activity or idea is important to understand the opinion and create empathy for it. A record clarifies and reinforces this.



5.

Pull one of the lights towards ear  
The lights refer to people in the neighborhood. Some of these people share the same activity and will light up. This is an anonymous way to feel connected. This makes the interaction curious and discovering. An open mind will be stimulated by discovering new things [105]. This enables people to be open for the opinions of others and to think more creative.

4.

Select an activity

The opinion of other people can be discovered by the social practice people perform to connect people without arranging in the ordinary groups. This will prevent prejudices and anonymize the opinions. It is not important for people to know from who the opinion is.

2.

Switch between now + future

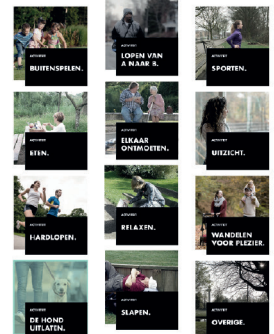
The user has the possibility to discover what people currently are doing at this place (NOW) or to find out what improvements or new ideas are (FUTURE). Where the user starts is dependent on how the context will be experienced.

1.



## HOE ZIET DEZE PLEK ER IN DE TOEKOMST

### ACTIVITEITEN



NU.

NIEUW

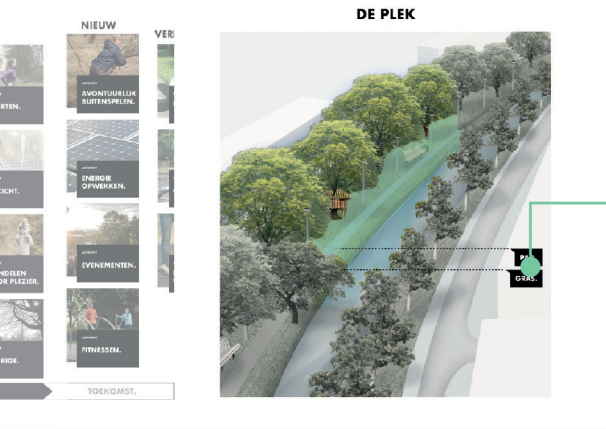
TOEKOMST

DE MENING VAN DE BUUR OVER DE

SE

IN DE TOEKOMST UIT?

DE MENING VAN  
DE BUURT ↕



ROTTERDAM. MAKE IT HAPPEN.

7. Discover opinion of other neighbors  
Most people will discover more opinions, before they start with the participate step.

3. Select an attribute  
Attributes will allow people to perform this social practice. It is possible that people need different attributes to perform the same social practice.

6. React on the record  
This proposal is a trigger that will stimulate people to give their opinion. It is easier for people to react than to give an open opinion. Although people wants the freedom to control their opinion, it is easier for people to react than to give an open opinion. Therefore, it is also possible to start the participate step from scratch.



DE TOEKOMST VAN DEZE PLEK

DE MENING VAN  
DE BUURT ↕  
OVER DEZE PLEK

SELECTEER EEN PLEK

SLA DEZE MENING OP

SAVE

Figure 4.8: Scenario of the convince step

## Participate

The previous steps trigger and convince people to give their opinion in the participate step. These steps support users to form their opinion without feeling impeded to give an opinion in a certain direction. The few residents that were involved in the development of an initiative could only agree or disagree with the proposed initiative. Therefore, the initiative of the initiators is presented in the convince step with a lot of other future ideas. It serves as an inspiration source instead of an obstacle to participate. The participate step gives people the freedom to provide an open and honest opinion without imposing the initiative of the initiators. This is needed to give everyone the same chance in providing feedback or proposing an idea. The possibility to provide an honest opinion also fosters the positive experience with development process. That stimulates people also to remain involved in the further development of an initiative.

### *The aim of the step*

The goal of this step is to lower the threshold to participate and to make participation accessible for the different personas. It is the first step in BuurThuis that calls on the users to give input in the development of the citizen's initiative. The attractiveness of this step determines if people remain involved in the further development process. Many

local residents are currently not involved due to time. It has merged that participating in residents' evenings and co-creation sessions are time-consuming for most people. The selective group that is involved, is not representative for the neighborhood. An accessible step is needed to create a realistic picture of the neighborhood and to guarantee that a more promising idea is being realized. This accessibility is investigated by researching what people like to mention about a public place. People have all sorts of opinions about public space. That is why the participation step is built up in phases that can be skipped if some of the phases are not relevant for people. These phases explain different aspects of the public such as the current use, improvements, fear and ideas for the future. The design interventions show that people need support in explaining why these phases are important for them and that is why the phases include different questions. Since the phases are connected to the social practice people perform at the place, the questions are based on the interconnected elements (meaning, materials and skills) of the social practice theory (chapter 2.2). The following paragraphs explain why the four phases are chosen (figure 4.9) and why the questions are connected to the social practice theory (figure 4.10).

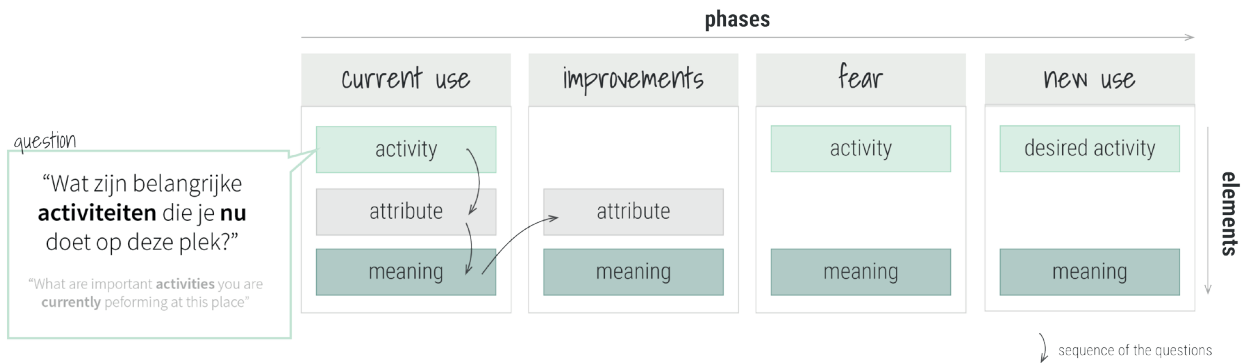


Figure 4.9: Relation between phases and questions

## Phases

Bincken et al. (2012) and the design interventions (appendix F) show that the feedback people give over a public space is related to how people use the public space. People find it more important to describe their current attachments instead of new ideas. Most conflicts occur when people cannot perform their regular activities anymore when an initiative is implemented. These people have the feeling that the municipality or initiators do not consider their needs. Gathering the current situation also helps people to think about new ideas. It is easier to think about improvements of the current situation than designing new

ideas. People are persistence in the current situation. This also why people are often afraid for new situations. The fear phase is important to give people the feeling that their opinion is being considered. These first three phases are important for the three target groups that use the public space (active, functional and symbolic users). The potential user does not yet have a relation with the place and wants to develop this relation. The phase 'new situation' enables users that have new ideas for the public space to introduce these ideas. Potential users prefer to start in another phase than the actual user.

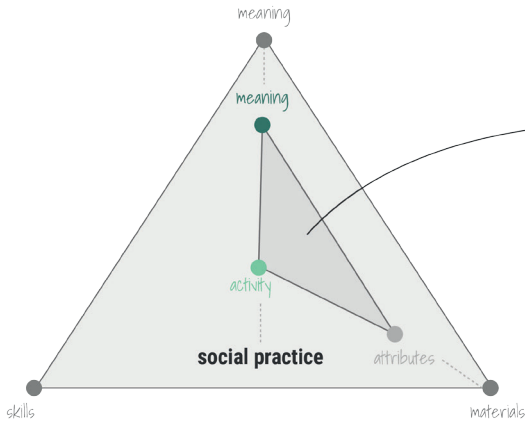


Figure 4.10: Social practice theory related to the elements

### Elements

Each phase is buildup of 2 or 3 questions that makes it easier for people to describe why the phase, for example the current situation, is important for people. These questions are related to the interconnected elements of the social practice theory (Maller, 2012). The elements in this theory explain important aspects that are needed to perform a social practice (chapter 2.2). This makes the theory useful to base the questions on (figure 4.10). The design interventions have shown that it depends on which phase which elements are interesting



Figure 4.11: Elements related to the questions asked in the participate step

to ask questions about. The first element, activity, asks the user what activities he or she performs or wants to perform. The second question asks the user about attributes or materials that are needed to perform these activities and the last question is focused on the meaning why this activity is important (figure 4.11). The answers of these questions are connected to the parts within BuurThuis concept (figure 4.12). The scenario in figure 4.13 explains how the user can provide an answer on the questions.



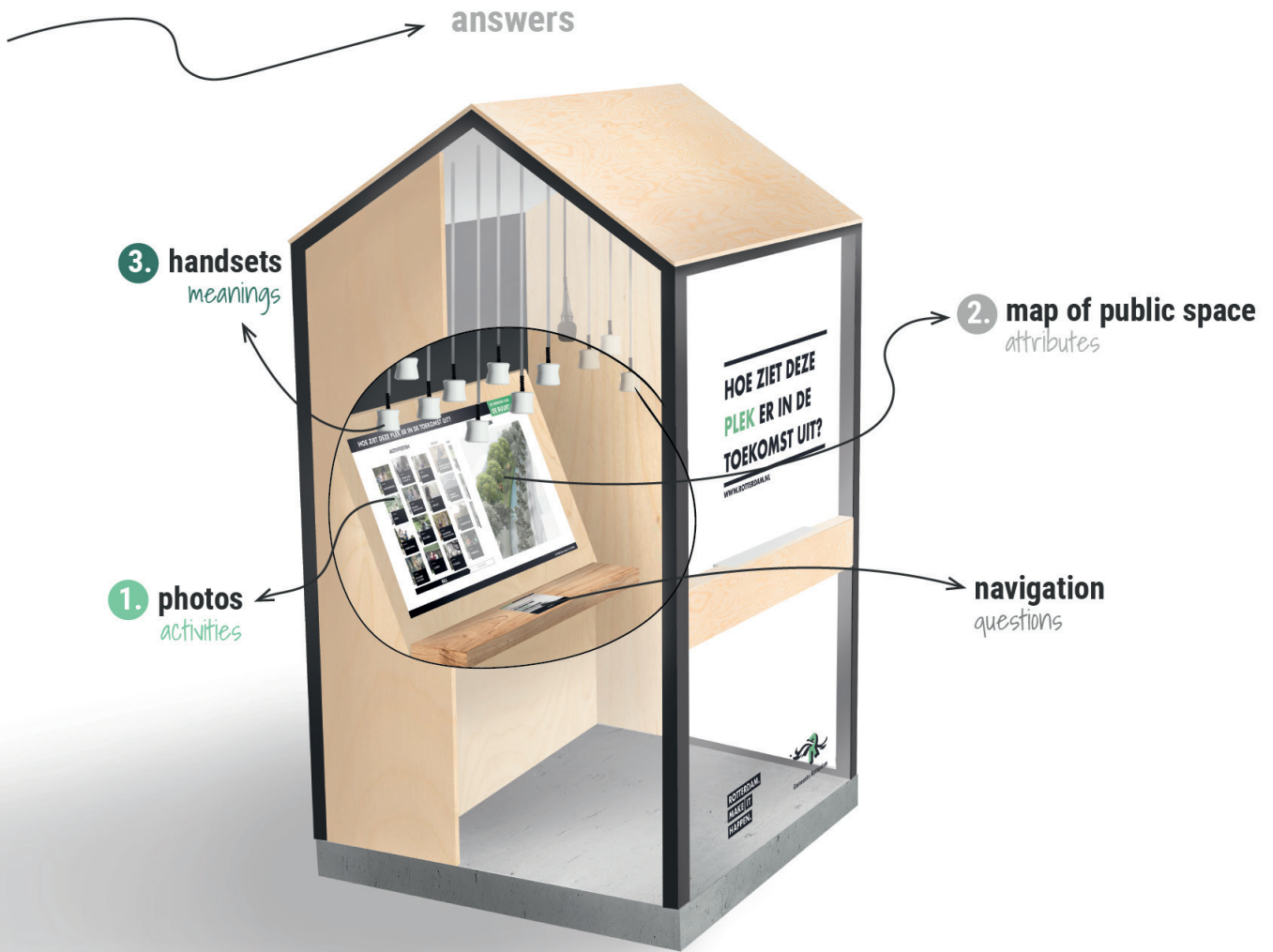


Figure 4.12: Parts in BuurThuis concept enable user to answer the different questions based on the social practice theory

### Scenario 'participate'

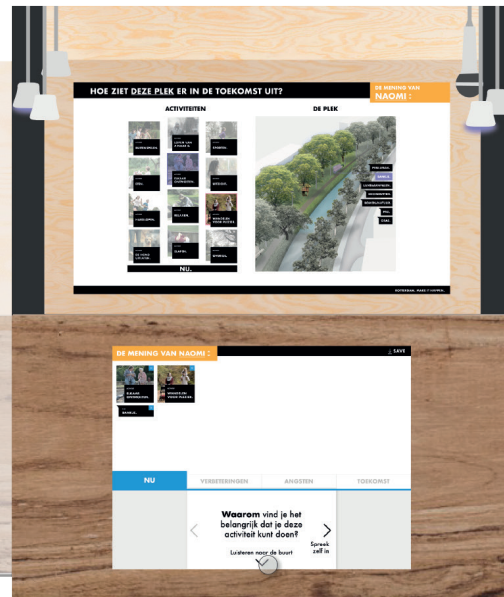
Figure 4.13 describes one of the phases, current situation, that is included in the participate step. The current situation phase consists of all three elements and all elements that are being gathered similarly in each phase. The questions in each phase are slightly different. An overview of all questions that are included in the participate step can be found in appendix G.4.

### scenario 'participate'



1. Change view to personal opinion

Figure 4.13: Scenario of the participate step



4. Connect an activity to an attribute

5. Opinions that are linked to this activity & attribute will light up





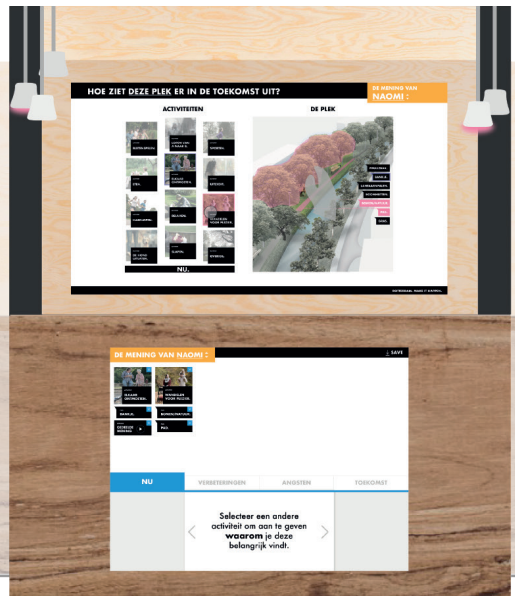
2. Start with 'current phase'



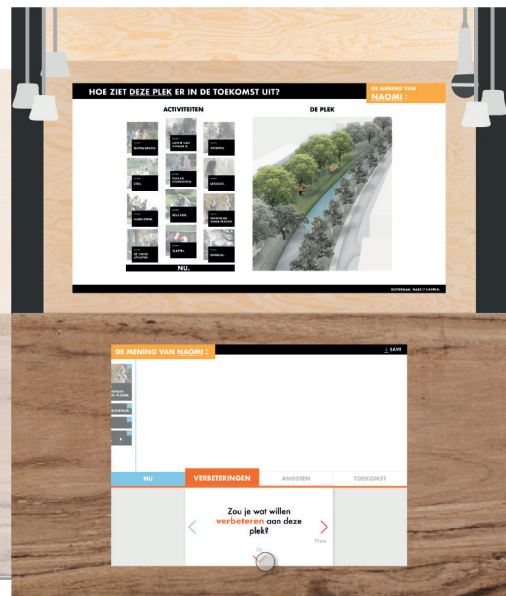
3. Select important activities



6. Listen to the opinions of neighbors and save one when sharing the opinion



7. Select the other activity



8. Record your own opinion (instead of step 6) & save the record

9. Finish the phase & decide to start with the next phase

## Retain

The participate step makes BuurThuis concept accessible for the four personas to participate in the development of an initiative. The pre-evaluation study showed the diversity in needs in how people prefer to be involved in further development. There are people that do not prefer common meetings or do not have time for creative sessions, while others might prefer these common meetings. For this group, BuurThuis concept is not a participation tool that gives them the feeling that their voice is being heard. Therefore, the retain step gives people the possibility to share their preferences in the further development of the citizen's initiative.

### *The aim of the step*

The retain step lowers the threshold to participate in the further development of the citizen's initiative because BuurThuis asks the user to give their preferences how he or she would like to be involved. This personal approach gives people the confirmation that their voice is being heard. This is also needed to convince people to remain involved in the development of the initiative. Besides, it also supports the municipality to define an appropriate approach after BuurThuis concept.

### *Scenario 'retain'*

Most people prefer multiple choice answers with optional methods to decide what the most appropriate way is to retain involvement in the process. The formulation of these methods should be clear to prevent mismatching. Figure 4.14 shows four different methods, which are often-used methods, to involve residents in the development of public spaces (Woonstad Rotterdam, 2013) (Kasiemkhan, 2010). The design interventions show that each persona had a different preference. This difference in preference makes it important to collect data about this preference.



1. Choose if you want to be involved in the process



2. Select how you want to be involved in the process



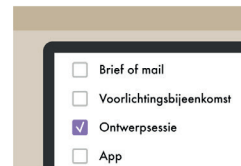
3. Explain why you want to be involved in this way

scenario 'retain

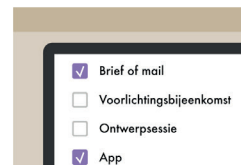
personas



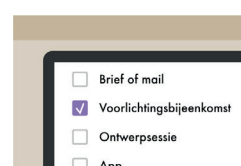
active user



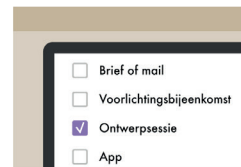
functional user



symbolic user



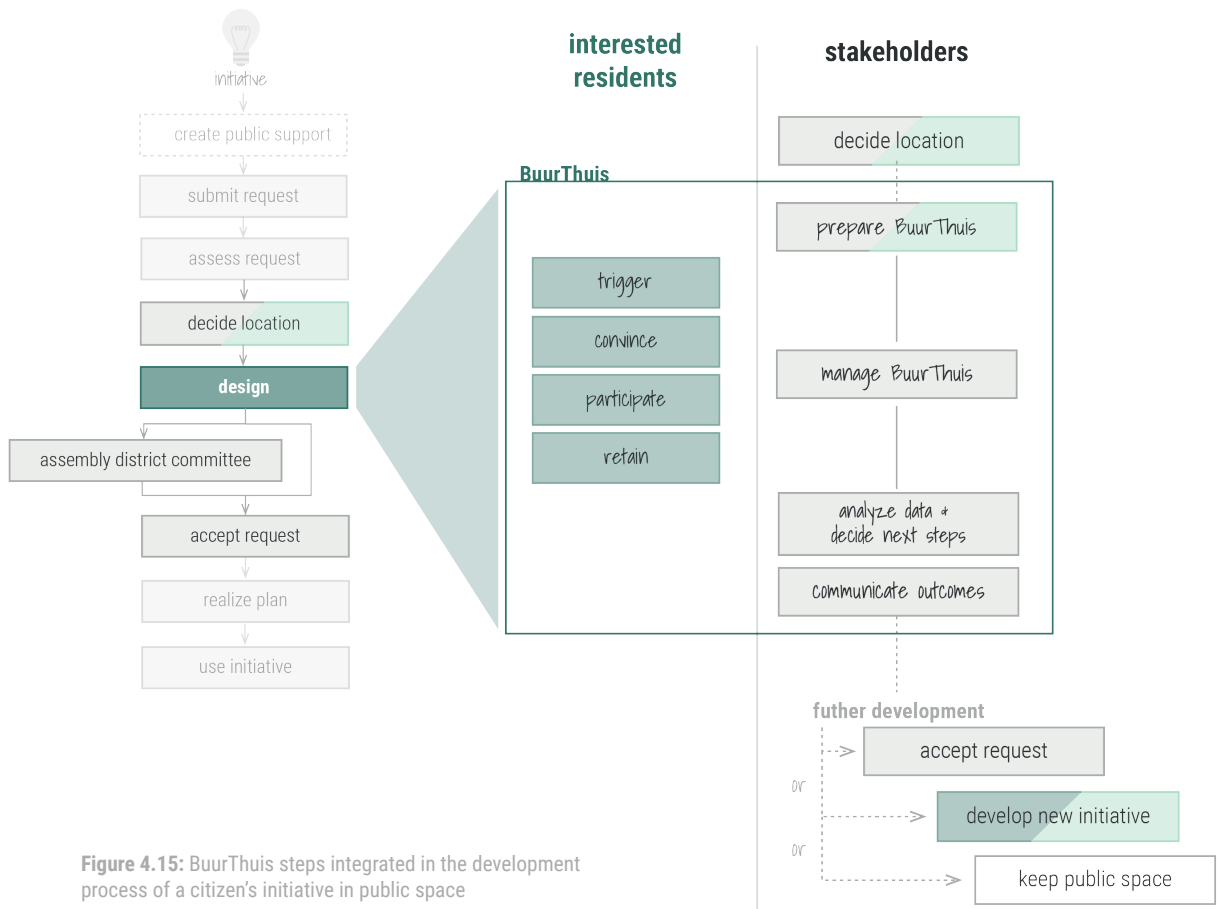
potential user



see 'participate step' for these interactions

Figure 4.14: Scenario of the retain step





**Figure 4.15:** BuurThuis steps integrated in the development process of a citizen's initiative in public space

### Stakeholder scenario

The involvement of the stakeholders, municipality and initiators in the development process of the citizen's initiative could influence if BuurThuis works as expected. This also influences if initiators and residents are satisfied with the development process. BuurThuis changes ownership of the initiators into co-ownership of both initiators and residents. The current vision of the municipality to focus on the initiators changes with this approach. Because the initiators are also

interested residents, the initiators should also be involved in the development process. The presence of the initiators, when using BuurThuis, could include or exclude other residents. It is suggested to involve initiators in the steps before and after BuurThuis is used in the neighborhood (figure 4.15). The way in which the stakeholders are involved is based on questions asked during the pre-evaluation study (appendix G.3) and a final evaluation study with BuurThuis concept.

## **Pre-interactions**

### *Decide public space of citizen's initiative*

BuurThuis is a pop-up installation that is established for 2 weeks at a certain location. This means that the stakeholders should decide when and where BuurThuis should be located. It is important that the municipality, in consultation with the initiators, decides what the appropriate place should be for the initiative before it is accepted. The involvement of initiators in this choice gives responsibilities to the initiators. That is needed to make people feel attached to the public space that is decided.

### *Prepare & personalize BuurThuis*

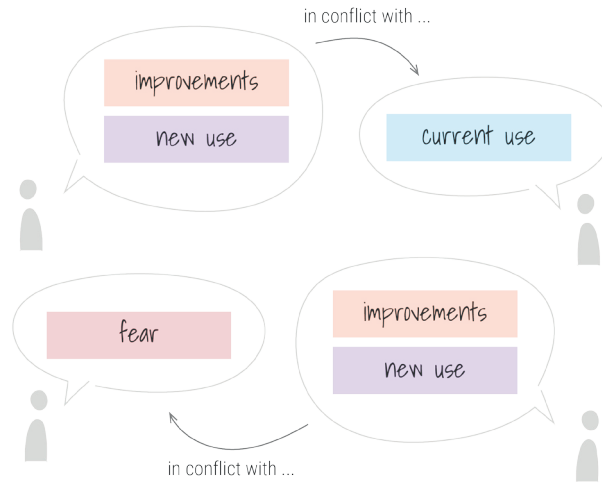
BuurThuis has a rich data set of current and future activities that are being performed in the public spaces. This data set is based on literature studies (Binken et al., 2012) and will be expanded after each project. This makes it easier to predict in each situation which activities are suitable for the public space where BuurThuis is settled. The initiators are asked to support the municipality with personalized data sets to get in-depth insight of the context and to reinforce the sense of responsibility of the initiators. Therefore, the idea of the

initiators is also being imported in the future activities. Beside the activities, the map of the public space should also be imported. This map can be loaded from google earth, but the attributes (tree, path, etc.) need to be assigned manually. In the future, this entire personalization process should proceed automatic. The personalization of the data set is needed to make BuurThuis more accessible, because it is easier to select existing elements instead of entering new elements.

## **Simultaneous interactions**

### *Management of BuurThuis*

BuurThuis needs to be managed to prevent destruction or stealing of components of BuurThuis. Each day, BuurThuis should be opened in the morning and closed in the evening. Although this is only for two weeks, it takes effort and time. The focus group session with municipality, initiators and residents suggested to organize the management of BuurThuis locally. This is possible in neighborhoods where prejudices do not play a role. After explaining this problem, the employees of the municipality came up with the idea that BuurThuis concept could be managed by KIP (Dutch:



**Figure 4.16:** The influence of answers of users on certain phases on other users

Kenniscentrum Informatie & Participatie) a part of the cluster 'service', a department in the municipality. This offers the possibility that BuurThuis concept is managed by an independent organization that should not interfere with other residents to participate.

### Post interactions

#### *Using data & further development*

The opinion of people is generalized to make the data easier to analyze. The two phases 'improvement' and 'new situation' could influence the 'current situation' and correspond with the 'fear' phase. These comparisons can be used to investigate possible conflicts between the opinions (figure 4.16). The 'meaning' can be used to find out why certain activities or attributes are important for people and how to create empathy for this opinion. The system could (automatically) support in finding these relations, but the municipality should draw

the final conclusions for next steps. It is possible that the location is promising for the initiators' idea. The initiators together with other residents could work out the initiative in collaboration. The gathered data could also show that different groups have contradictory opinions. In this situation, it is important to communicate this well to the initiators. If the municipality sees potential in the initiative, they could decide to propose a new public space in consultation with the initiators. It is also important to refer the outcomes back to the users because that influences if people feel being heard. Because this also influences if people retain motivated to participate in further development of the initiative. The municipality could refer the outcomes back to the user with an app or other current participation tools. Besides that, it is also important that the municipality updates the residents about the further

development of the initiatives. Both the way of communicating the outcomes and further development are depending of the project and the needs of the residents. The design interventions have shown that the preferences also in the same group are diverse. Since a case study is used to perform this research, it is recommended to investigate if steps after BuurThuis concept could also be generalized. This diversity of opinions could also cause that it is not possible to find an initiative that fits the public space. Although BuurThuis concept in this situation do not provide a promising outcome, it is likely that BuurThuis makes people more aware of their attachment.

### *Conclusions*

BuurThuis is a concept that has to deal with the needs of a diverse target group and different stakeholders. That makes the concept complex and that clarifies why the concept also consists of different steps. Steps performed by both users as stakeholders. The four user scenario steps show how important it is to keep triggering people and to keep responding to the needs of these people. This enhances the positive experience with BuurThuis concept, the public space and the development process of the initiative. All three experiences are needed to make people feel attached to the place and to feel co-owner of the place. The role of the stakeholder is important to reach this effect. The stakeholders enable the users to use BuurThuis by preparing, managing and analyzing the installation without being an obstacle for the users. This combination of steps seems needed to make participating accessible for interested residents and to result into an improved feeling home of these residents. Therefore, it is needed to investigate if and how these combination of steps in BuurThuis results in this effect (chapter 4.2).



# Effects of BuurThuis

## Chapter 4.2

The effect of BuurThuis concept determines if and how BuurThuis makes participating in the development of a citizen's initiative in public space more accessible for interested local residents. This effect is evaluated with both stakeholders and residents in Spangen to discover what important aspects of BuurThuis are key in establishing the desired effect. BuurThuis is a proof of concept. This makes it important to understand these important aspects to develop design principles that describe the essence of BuurThuis (chapter 4.3), which are useful for further development of BuurThuis(chapter 4.4).

### Method

The low fidelity of the prototype in combination with the financial value of different parts within the prototype has caused that the evaluation study could not be performed with large groups. This evaluation study focusses on the question: what makes BuurThuis concept a participation tool that is accessible for different types of people? A focus group session was conducted and was attended by two people of the municipality and two residents of Spangen. Each participant had a different expertise related to the involvement in and knowledge of the neighborhood Spangen (figure 4.17). The

aim of this focus group session was to let the participants discuss BuurThuis concept to understand what the interesting aspects are of BuurThuis and what needs to be improved. Figure 4.18 describes the set-up of the evaluation study. A prototype in combination with questions asked before and after the use of the prototype, were used to discover what the effect of the prototype was. The aim of this prototype was to test if the prototype makes people feel more attached to public space and if it activates people to participate in the development of the initiative.

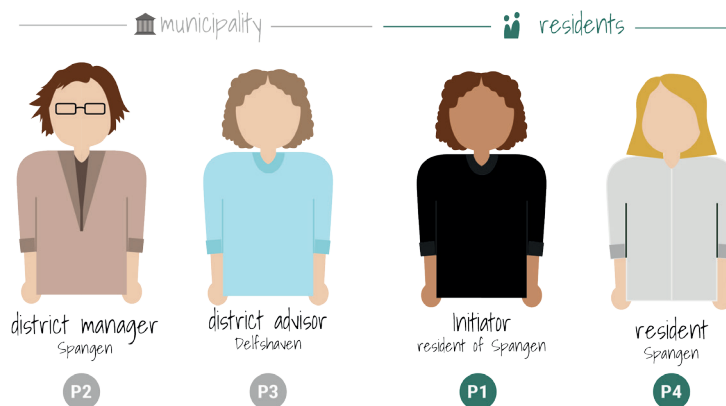


Figure 4.17: The participants that attended the evaluation study

## Procedure

## research goals

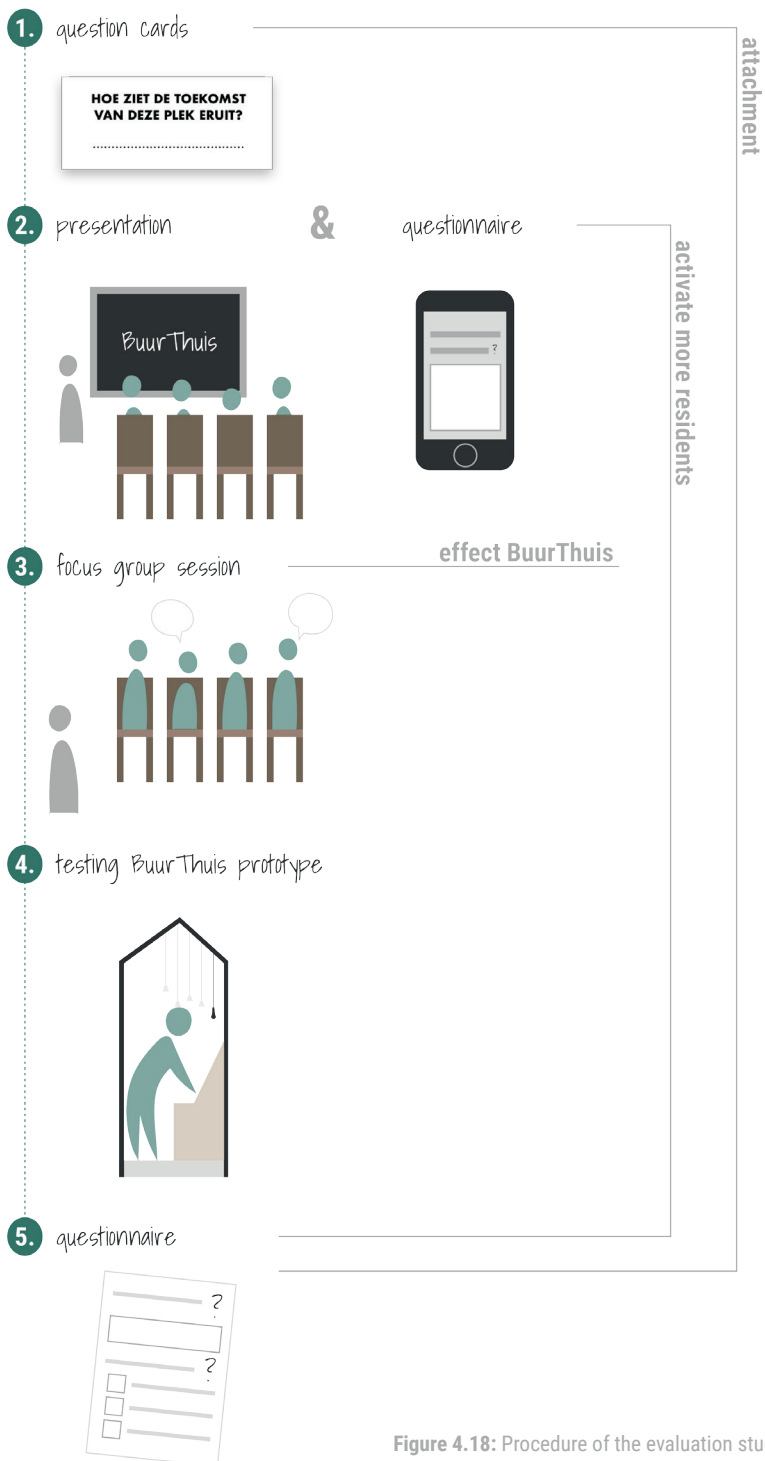


Figure 4.18: Procedure of the evaluation study

## Important aspects of BuurThuis

Different topics were discussed during the focus group session (figure 4.19). These topics were clustered in five different themes; location of BuurThuis, social distance, non-committal, ownership & public support and early stadium. These themes describe why certain parts of BuurThuis were interesting for the participants.

### Location of BuurThuis

The group started their own discussion over the location of BuurThuis concept. The reason why they started this discussion was because the initiator (P1) expected that the current location of BuurThuis at the Spaanse Bocht is not attractive enough for people. The group brainstormed over better locations in Spangen, but the district advisor (P3) defended the actual place. She motivated this with explaining that the actual place is important to shape an idea:

---

*“Het gaat over deze plek. Het gaat erover dat mensen voelen dat er iets gaat gebeuren met deze plek. En dan kom je tot de ontdekking wat doen mensen hier. Zien ze een verandering zitten.”*

“It is about this place. It is about how the people feel if something happens with this place. And then you discover what people are doing here. If these people like a transformation or not.”

### district advisor (P3)

All participant agreed with this opinion and understood why it is important to locate BuurThuis on the public space that is being transformed.

### Social distance

After the presentation, it was explained why social distance is needed to include a diverse target group. The participants nodded in recognition at this explanation. Later during the session, the district manager (P2) explained an eye-opener for her how this concept differs in approach from the current methods used by the municipality:

---

*“We proberen gezamenlijk tot iets te komen met mensen met verschillende achtergrond.. dat iedereen hun kan mening geven en maar dat betekent niet dat ze dan allemaal ook echt het gevoel hebben dat ze voldoende meepraten. Dat gezamenlijk iets is wat de gemeente doet, maar dat is natuurlijk niet altijd zo.”*

“We try to come to a common solution with people of different backgrounds. It is possible to give your opinion during these session, but that doesn't mean that people have the feeling that they can give their opinion. The municipality thinks that these kinds of methods are the solution, but that is not always right.”

### district manager (P2)

The district manager (P2) agreed with the fact that it is impossible to let all people collaborate with each other and that is sometimes difficult for people to give an honest opinion in a group. This is contrasting with the normal approach of the municipality, which is focused on supporting citizens to collaborate.



Figure 4.19: Focus group session

### Non-committal

Two of the four participants indicated the non-committal characteristic of BuurThuis concept by themselves and the other participants agreed with this opinion.

---

*"Niet gedwongen" "Zelf de keuze om er naar toe te gaan."*

"Not forced" "It is your choice to go to BuurThuis."

**initiator (P1)**

---

*"Echt op hun eigen tijd er naar toe gaan."*

"It is on their preferred time"

**district advisor (P3)**

The example of the initiator (P1) illustrates that she experienced the non-committal aspect of BuurThuis concept as a positive characteristic. BuurThuis makes it possible that participating can be seen as a choice that is accessible for everyone and will not exclude people.

---

*"Je hebt altijd dat probleem rond verkiezingstijd, ik ben niet betrokken." "Je krijgt nu een tool aangereikt die helemaal niet gedwongen is of wat dan ook. Je kan de keuze maken om aangesloten te blijven of niet."*

"You have always the problems during the elections; I am not involved." "This is a tool that is not forced or anything else. It is your personal choice to stay involved or not."

**initiator (P1)**

The district advisor (P3) describes that there are already multiple participation tools used by the municipality, but what BuurThuis makes a unique concept according to the district advisor (P3) is that people can use it on their preferred time and in their own privacy.

### Ownership & public support

The district manager (P2) agreed with the co-ownership that BuurThuis aims for. The district advisor (P3) also confirms that she also likes this aspect of the concept. She explains that it is interesting way to make citizen initiatives better;

---

*“Wat ik wel leuk vind, is dat het echt gaat om die specifieke ruimte en dat je die koppelt aan bewonersinitiatieven die denken dat hier iets kan. En dit maakt het dat dat een slag beter kan.”*

“I like that BuurThuis is connected to the physical location and citizen's initiative that could use this opportunity to make public space better. That improves also the ideas of these initiatives.”

#### district advisor (P3)

Later in the conversation, the district advisor (P3) also explained that the presentation was an eye-opener for her on the field of public support. She expected that citizens could reach public support better than the municipality, but this presentation attends her on the fact that the municipality should pay attention if an initiative has the public support that it should have:

---

*“We hebben het idee dat die bewoners dat veel beter kunnen dan dat draagvlak. Ik vind het wel opvallend dat iedereen niet te makkelijk moet denken dat we dat draagvlak wel hebben.”*

“We have the idea that residents can create better public support than the municipality. This shows me that we need to pay more attention to question if there really is public support for an idea.”

#### district advisor (P3)

### An early stadium

The participants also brainstormed about other applications of Buurthuis. These applications are included in the chapter that describe the further development of Buurthuis (chapter 4.4). According to the participants of the municipality (P2 & P3), BuurThuis is an interesting concept to use for redevelopment plans from the municipality. The interesting aspect of this suggestion is that the participants noticed that it is important to use BuurThuis for these redevelopment plans in an early stadium. This early stadium is needed to give the users the possibility to develop their ideas for the interior.

---

*“Voor gebruik van de BuurThuis in Inrichtingsplannen, zou het er dan heel vroeg moeten staan. Niet halverwege, want dan is het al te ver ingetekend.”*

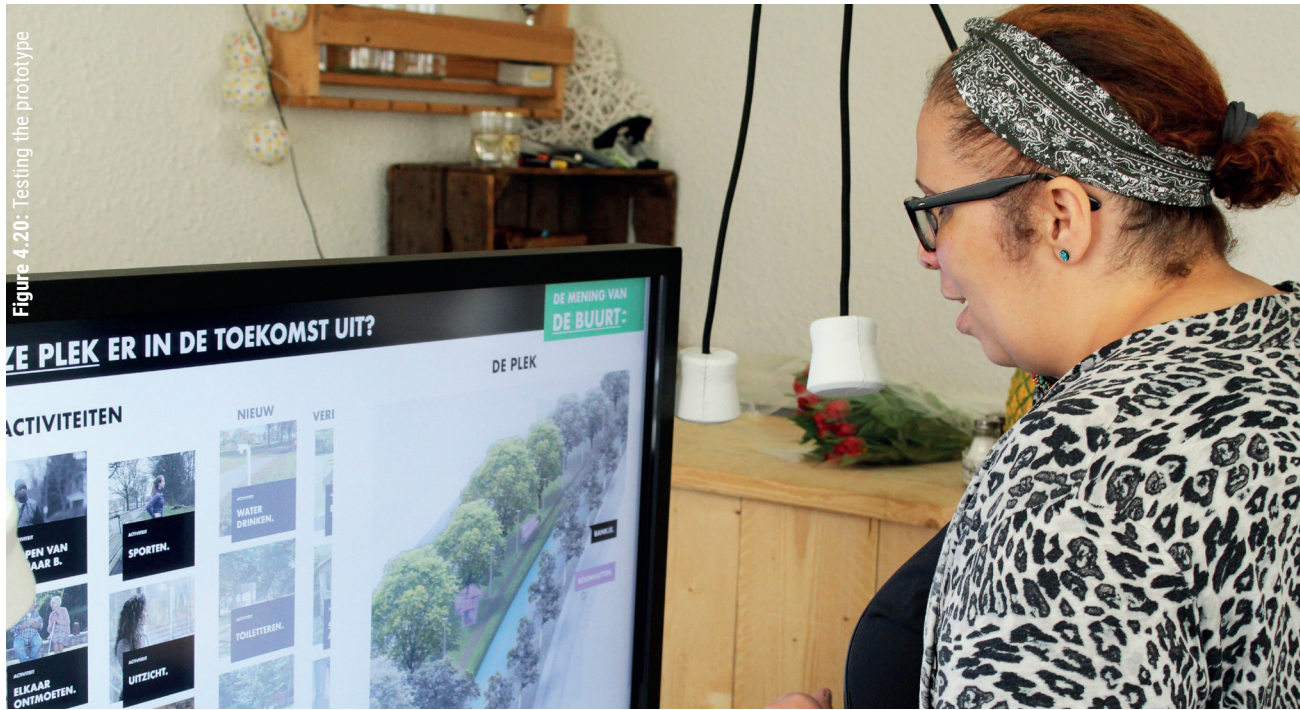
“Using BuurThuis for redevelopment plans means that BuurThuis should be established in an early stadium. Not halfway through, otherwise everything is already worked out.”

#### district manager (P2)

This argues that starting in an early stadium is important to involve residents in a proper way. Since redevelopment plans are often overlapping with the development of initiatives, this insight could be used to argue the effect of BuurThuis.



Figure 4.20: Testing the prototype



## Prototype effects

All participants enjoyed testing the prototype. Figure 4.20 shows one of the participants that uses the prototype. The prototype gave insight on two aspects of BuurThuis concept: activation to participate and attachment.

### Activation to participate

The questionnaire after testing BuurThuis (Q2) showed that BuurThuis is for all participants attractive enough to return again to BuurThuis. These results are compared with the questionnaire during the presentation (Q1) about the current involvement in the neighborhood. All

participants perform activities with other neighbors once in a while and were actively involved in transformations in their neighborhood. The comparison between this current situation (Q1) and the attractiveness of the prototype (Q2) cannot prove if the prototype activates more people. The reason for this result is that these participants are not representative for the neighborhood.



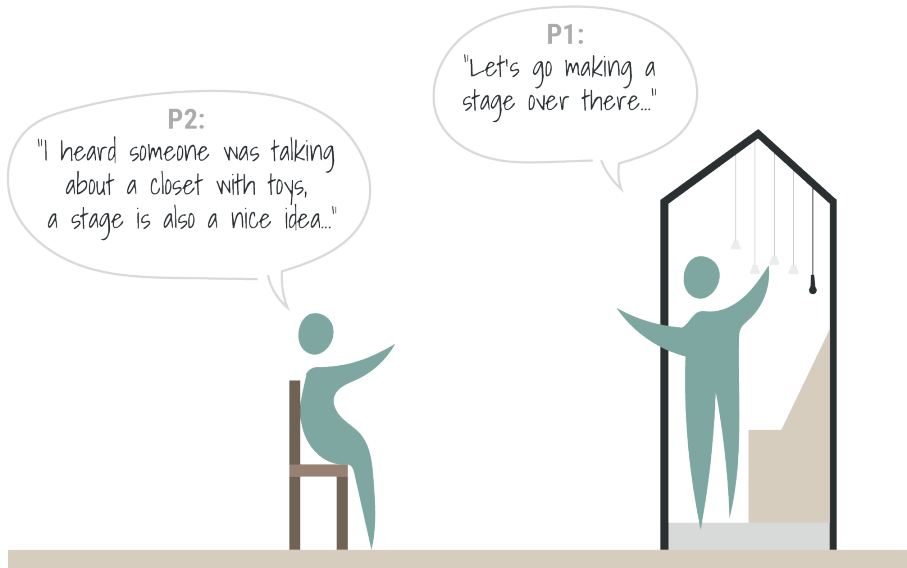


Figure 4.21: Conversation between P1 & P2 after testing the prototype

### Attachment

During the use of the prototype, the initiator (P1) started a conversation with the other participants over an 'new activity' in the prototype (figure 4.21). The district manager (P2) reacted on this 'new activity' and also told another story, presented in the prototype that was promising for her. They discussed and brainstorm over different ideas presented in the prototype.

The prototype encourages the participants to start a conversation about the stories in the prototype. This also shows that the

prototype supports the participants to think about the future of the public space. The results of the question cards and the questionnaires after the test confirm this result. The initiator (P1), district manager (P2), district advisor (P3) indicated that the presentation or BuurThuis supported them in developing the future of the proposed public space. These participants also changed their answer on the question 'how they see the future of the place'. BuurThuis stimulates these participants to develop a feeling of attachment to the place in a positive way.

## evaluation study themes & design criteria

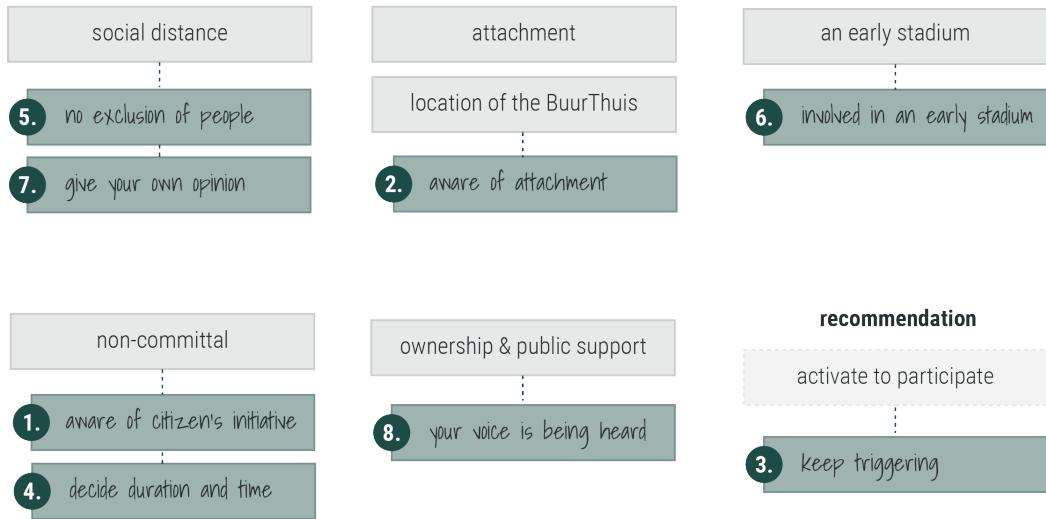


Figure 4.22: Relation between themes of the evaluation study and design criteria

### Conclusions

Although the evaluation study was conducted with only four participants, the study gave interesting insights in what aspects of BuurThuis makes participating in the development of a citizen's initiative in public space more accessible. The insights are interesting because most themes described in this chapter were suggested by the participants itself without any guidance of the moderator. Because the themes are connected to most design criteria (figure 4.22), this shows that these themes translate interesting aspects of BuurThuis. BuurThuis was an eye-opener for the participants of the municipality (P2 & P3). The current approach of the municipality does not always enable residents to participate at their preferred time and duration (non-committal) and to give

an honest and personal opinion (social distance) without interacting with other residents. This proves the relevance of BuurThuis and the need for certain improvements within the municipality. Whether BuurThuis is the best solution that respond to these aspects is not proved by this evaluation study. The insights only show what the potential is of BuurThuis concept. BuurThuis is a physical demonstrator, a proof of concept that explains the research findings in this master thesis. Therefore, the aspects identified in this evaluation study can be used to develop design principles (chapter 4.3) for further development of BuurThuis concept (chapter 4.4).

# Design principles of BuurThuis

## Chapter 4.3

**Design principles give direction to a design process and inspire the designers that are going to work with the principles during the project (Hinfelaar, 2014). The design principles of BuurThuis give more direction to the design criteria formulated in the design brief and explain how the design goal is being answered. The design principles show the most important aspects of BuurThuis and that makes these design principles useful for further development of BuurThuis.**

### Design goal

*I want interested residents to become involved in the development of a citizen's initiative in public space directly after the initiative is requested.*

### Method

BuurThuis is the final result of an explorative prototype approach conducted in this master thesis and evaluated in a study with residents in Spangen and authorities related to Spangen. The insights in this evaluation study are used to develop the design principles. These design principles are developed because BuurThuis is a proof concept that only demonstrates the research insights in this master thesis. The aim of the design was to make participating in the development process of a citizen's

initiative accessible for interested residents and BuurThuis is just the starting point how this could be reached. Therefore, the most important aspects of BuurThuis are translated in design principles that can be used for further development of the product. The design principles are related to the design criteria formulated in the design brief that were based on the integrated case study (chapter 3.2). The design principles are the conclusion if and how the design goal can be reached.

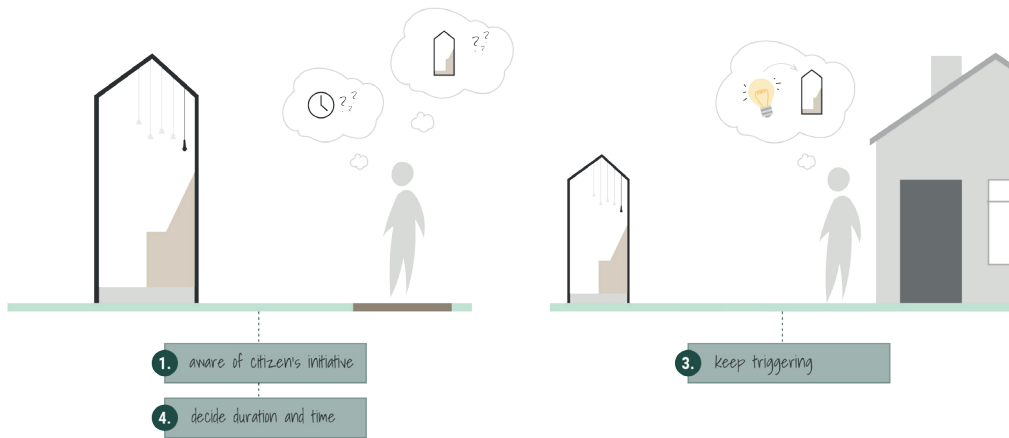


Figure 4.23: Design principle 1

## 1. A physical object with permanent appearance

Some of the triggers of current participation methods do not arrive, have a bad timing or do not motivate people to participate in the development process of a citizen's initiative. The findings showed that a physical object serves as a reminder for people that can be used on their preferred time and spend the

available time for participating. A physical object also motivates people to take action when the physical object seems permanent. People earlier realize what could be the effect a possible transformation, which is important to include the people that complains on beforehand (figure 4.23).

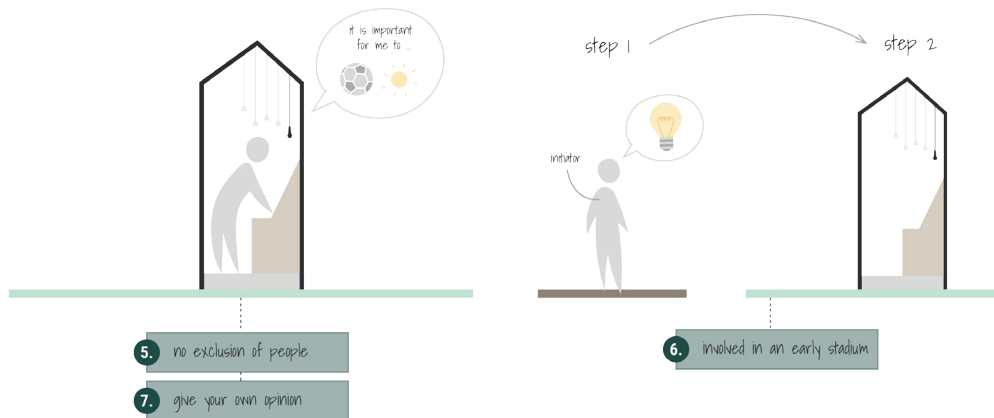


Figure 4.24: Design principle 2

## 2. Social distance early in the process

Whether involvement in the development of a citizen's initiative in public space is accessible for interested residents is dependent on the groups that are already involved. It is difficult in a diverse neighborhood as Spangenberg to stimulate people to collaborate with other or new

groups. People have a lack of motivation, do not feel identified with another group or do not want to connect as a consequence of prejudices. This barrier makes it difficult when one group of residents initiates an initiative in a public space. It seems impossible to connect all people. The

question raises if it is need to connect people in real life enable a diverse group could participate in developing this citizen's initiative? According to Duyvendak & Wekker (2015), it is indeed impossible to support a 'profound feeling home' for a diverse group on a public outdoor space. That means that is not possible to stimulate strong relationships between people, but it is also possible to create a 'public feeling home', a form of social distance in which people can use the public space without being imposed by others. BuurThuis shows that social distance early in the process is needed to include interested residents in the beginning of the process. This way enables people to give their personal opinion about the public space and how people prefer to be involved in the further development of the initiative after BuurThuis. This opinion is needed, because social distance in the entire process is not for everyone the best solution to be involved and to come to a compromise. Social distance gives everyone the possibility to give personal input and to decide their share in the development process (figure 4.24).

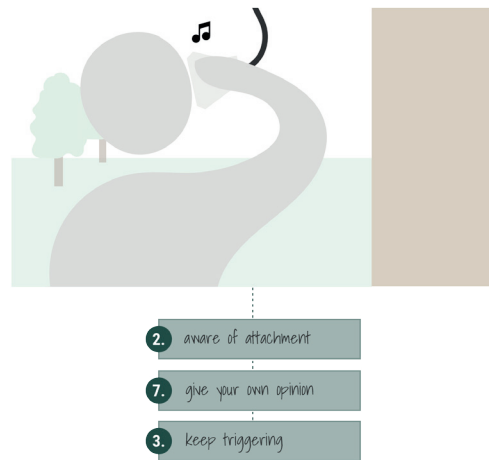


Figure 4.25: Design principle 3

### 3. Presenting opinions of neighbors

In the current development of a citizen's initiative in public space, most citizens are not able to give an open opinion. Residents only have the possibility to agree or disagree with the proposal of the initiators. People want the freedom to determine what they want in front of their home. Although this freedom is desired, the findings showed that people also need something to develop their opinion. Presenting the opinions of neighbors is a principle that balances these two contrasting desires. It supports people to develop their own opinion and give insight in the opinion of others. Both motivate people to actually give an opinion (figure 4.25).

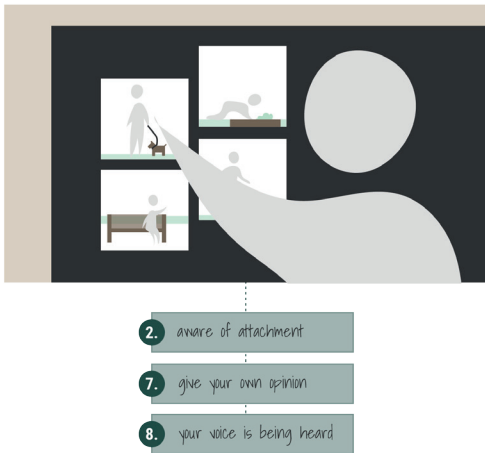


Figure 4.26: Design principle 4

## 4. Articulating social practices

People have difficulties with transformations. The findings show that it is difficult for people to think about the future when the current situation seems perfect or people cannot discover the problem. Articulating social practices that people perform at this place, help people realizing why a place is important for them and to discover what they want with the place in the future. It makes people aware of the attachment with the place or enables people develop an attachment with the place. This is important to motivate people to participate in the further development of the citizen's initiative and to prevent complaining afterwards, because people earlier realize what their concerns are related to the public space (figure 4.26).

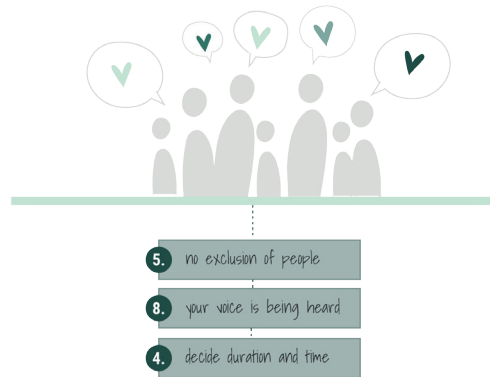


Figure 4.27: Design principle 5

## 5. Personalizing citizen involvement

Richness of a heterogeneous neighborhood as Spangen results in a diversity of needs and desires, what makes it impossible to design a participation tool that is accessible for all people. Therefore, it is needed to personalize the tool to the people that are involved in the project. When people are asked for their preferences in participation, people feel heard. This motivates people to keep participating, because that gives people the feeling the municipality listens to their feedback. The findings show that this is important to stimulate people to keep involved (figure 4.27).



## Conclusions

The design principles describe five aspects of BuurThuis that show what is needed to make participating in the development process of a citizen's initiative in public space accessible for interested residents. These principles explain how the municipality could focus more on these interested residents to reduce the gap between the initiators and other residents. Each principle describes a certain trigger to keep people motivated to participate in different steps within the development of a citizen's initiative. The first two principles describe how it is possible to include a diverse group of residents in the first step of participating, while principle 3 & 4 describe how to develop a positive experience with participating. That make feel home in the process, but also could motivate people to be involved in next steps. The last principle is the last step that lowers the threshold to keep motivated and make participating sustainable. The combination of principles is an answer on how to respond to design goal and include all design criteria. Each project includes different people and different needs, this could cause that certain principles are not always needed. Since BuurThuis is only evaluated in one neighborhood, the principles should be validated in multiple projects. This makes these principles also useful for further development of BuurThuis concept (chapter 4.4).

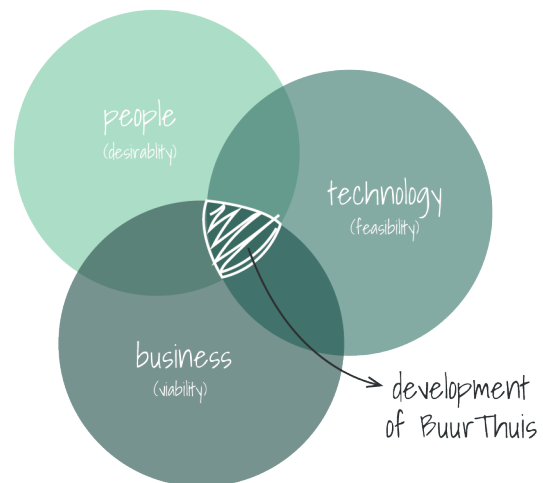
# Developing BuurThuis

## Chapter 4.4

**A proposal for the development of BuurThuis is needed to make BuurThuis concept to a complete and promising product. The evaluation study and an exhibition on West Practice Event showed potential in BuurThuis concept. BuurThuis is not only a valuable concept to stimulate the feeling home, it also is interesting on other fields. This shows opportunities to investigate how and what is needed to develop BuurThuis concept.**

### Method

A focus group session with residents and the municipalities (appendix H.1) was also performed to discover what was needed to develop BuurThuis concept. BuurThuis prototype was also part of the exhibition of the OpenDataLab on West Practice Event in 'Uit je Eigen Stad'. The aim of this exhibition was to generate publicity for the OpenDataLab among social entrepreneurs. A total of six participants tested and evaluated the prototype and give insight in why and how BuurThuis could be interesting to be implemented. Both researches give insight in different topics related to the development of BuurThuis, therefore this proposal is structured in the research triangle of the IDE faculty: People, Business and Technology (figure 4.28). This triangle describes connected disciplines that are all needed to improve BuurThuis concept to a promising product.



**Figure 4.28:** Disciplines of the research triangle of IDE faculty

### Potential of BuurThuis concept

Although BuurThuis is a proof of concept that used to gain a deeper understanding for the research in this master thesis, the evaluation study and exhibition showed that BuurThuis also had potential as a product (figure 4.29 & 4.30). Both residents as people of the municipality were very enthusiastic during the evaluation.



Figure 4.29: BuurThuis at the exhibition of West Practice Event

---

*"Ik denk sowieso dat die door CityLab010 realiseerbaar is. Het is heel innovatief."*

"I think that CityLab010 can realize this concept. It is very innovative."

**initiator (P1)**

The exhibition at West Practice Event resulted also in multiple people that liked to keep up to date or think along how to realize the concept. This enthusiasm showed that BuurThuis had potential, but not only on the feeling home topic presented in this master thesis.



Figure 4.30: Exhibition of Open Data Lab at West Practice Event

### Expanding the concept

The participants of the municipality in the focus group session easily made a connection between BuurThuis concept and redevelopment plans of the municipality. In an early stadium of these plans, BuurThuis can be used to get insight what the needs are of the residents that have to do with these redevelopment plans. BuurThuis concept is also an interactive tool to get to know what is happening in an area. A movable product that gathers knowledge about these areas to understand the problems in these areas. This responds also to the idea to use BuurThuis as tool for opinion-forming.

One participant (P1) in the focus group session associated BuurThuis concept to an idea presented during the Parkhackathon (appendix D.1). This idea, 'Sporen van Delfshaven', was focused on collecting stories of citizens to make the green connection more valuable, which is also possible with BuurThuis. A participant (P3) during the West Practice Event that also worked on the idea 'Sporen van Delfshaven' totally agreed with suggestion and was motivated to bring BuurThuis concept further. This shows that BuurThuis concept has multiple opportunities to expand and a potential to develop further.



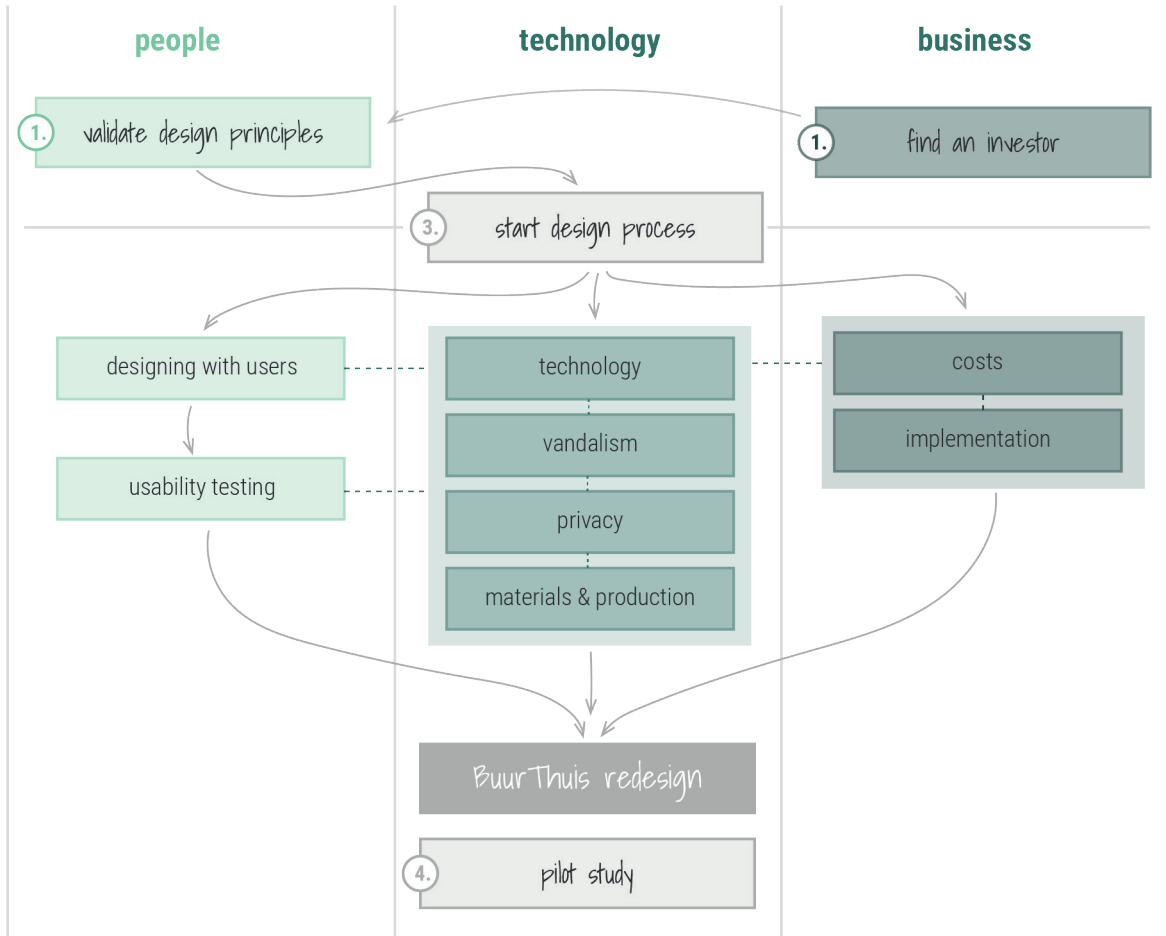


Figure 4.31: Development plan for BuurThuis concept

## Development plan BuurThuis

### 1. Finding an investor

The first step before BuurThuis could be developed further is to find an investor or social entrepreneur that is able to support the development of BuurThuis. An investor is needed to determine how much money, time and effort can be put into the different steps of the development plan (figure 4.31). A possible investor of BuurThuis concept is knowledge hub within the municipality. This research has shown that it is needed to have a non-identified party that manages

BuurThuis to make BuurThuis work as a tool that stimulates the feeling home. The municipality is also the party that can do something with the data collected with BuurThuis. A discussion during the focus group session about the municipality as is investor resulted in to opportunity to make knowledge centre information and participation (KIP) within the cluster 'service', a department in the municipality, the owner of BuurThuis.

### Cluster 'service'

The cluster 'service' is focused on managing the municipal archive of Rotterdam as well as provision of services for citizens. This last functionality of the cluster is interesting for BuurThuis concept. A trend analysis of the cluster in 2017 also shows that the main trends were cluster is changing the organization of the cluster are in line with the aspects of BuurThuis concept (figure 4.32)(Gemeente Rotterdam, 2017).

BuurThuis is an innovative and technological driven product that connects residents with municipality and also accelerates the process of data collection. This quick analysis shows that BuurThuis could be an opportunity for cluster 'service, but it is needed to investigate what the possibilities are and if the cluster have time and money to invest in BuurThuis concept.



Figure 4.32: Main trends of the cluster 'service' of the municipality

## 2. Validate design principles

The prototype in this master thesis is only evaluated and therefore it is recommended to validate if BuurThuis concept result in the desired effect. The design principles show different triggers that are needed to make the development of an initiative accessible for more people. These triggers are based on the needs of different target groups. That makes it important to include also this diversity of people in the validation study. To research if these triggers do activate people to participate in BuurThuis and further development of the initiative, it is needed to improve the current prototype. The evaluation study has shown that this prototype is currently inappropriate to

research the intention of the triggers in the design principles. It is not needed to work out the entire concept to test these principles. Consisting parts can be used to set up the most important aspects of BuurThuis concept. For instance, a phone booth, screens, a tablet and handsets. The design principles can be used to evaluate if the combination of parts fit the essence of BuurThuis. Since BuurThuis was based on a case study in Spangen and BuurThuis is a concept for the city Rotterdam, it is also suggested to perform multiple validation studies in different contexts. This also gives insight if and how the design principles are applicable in other neighborhoods.

### 3. Start design process

The validated design principles can be used to start a design process with BuurThuis concept. The validation study could also give insight in if certain parts respond to the design principles in the desired way. It could be possible that the handsets in BuurThuis are not intuitive enough, while the screen design fit the needs of different target groups. It should be researched what the best way is to respond to the design principles. The possibilities for expansion can be used as inspiration source and also to make the concept more valuable for the municipality.

#### *People*

The explorative prototype approach used in this master thesis is also proper way to involve users in the design process. This approach allows designers to have close contact and feedback of the users and enhances the smart organization the cluster 'service' aims for. The design decisions for BuurThuis should be based on the insights of the users, but these decisions are also closely linked to technology discipline. The choices in this discipline could define the shape and functionalities in BuurThuis. Therefore, it is important that these activities are conducted simultaneously. If the design of BuurThuis is made more concrete, it is also important to test the different parts also on usability.

#### *Technology*

The focus of BuurThuis concept in this research was mainly on the people discipline. This is also why multiple aspects related to the technology discipline were mentioned during the focus group session that are needed to be improved. BuurThuis has a complex system that needs to connect different parts. Data should be collected and also be used in the product. The complexity in combination with the rules for privacy makes it important to investigate what is possible to fulfill the design principles. This complex system is currently accompanied with precious parts.

These precious parts need to be predicted for vandalism and the weather. BuurThuis concept has implemented these aspects, but these need to be improved. Other products designed for public space also has to deal with these circumstance, the characteristics of these products can be used to improve BuurThuis concept, for example materials. The choice of materials also define the production possibilities and connected costs.

#### *Business*

In consultation with the investor, the budget of the development plan of BuurThuis should be set out. This budget determines how much time and effort could be invested in the different steps (figure 4.29), but also



have influence on design decisions during the design process. The implementation within the municipality has also an influence on these design decisions. BuurThuis concept suggests changes within the process of the municipality. It should be researched what the possibilities are and what the effect is on BuurThuis concept. The municipality has to take into account by making these decisions to keep the balance between giving ownership to initiators and other residents. The influence of groups has on each other determine the social structure in Spangen and influence the working of BuurThuis concept. Since BuurThuis concept is based on the insights in Spangen, it is suggested to use the validation also to get insight in how BuurThuis should be implemented. This makes BuurThuis concept viable for other neighborhoods. The ideas for expansion of BuurThuis concept could make the concept also more attractive for the municipality. These ideas need a different implementation and should be researched as well.

### *Conclusions*

BuurThuis is concept that has potential to be implemented in the municipality, but the concept is not finished yet. BuurThuis is product that is established in the outdoor domain and that requires research on multiple aspects. This is also the reason why initiatives in the public space also are accompanied with a longterm process (chapter 3.1). The development of these initiatives showed that it is important to involve all parties that have something to do with the initiative. This is also needed to create a promising and complete product of BuurThuis concept. A non-identified party should be found to invest in BuurThuis concept to start the development plan of BuurThuis. Close contact is required between municipality and residents respond to supply and demand of both parties and to make the product not only desirable but also feasible and viable.



# Final conclusions

05

*Conclusions & discussion*

# Conclusions & discussion

## Chapter 5.1

**The negative effects where gentrified neighborhoods have to deal with are complex and difficult to solve. A lot of research has been conducted how these negative effects could be reduced. This master thesis is focused on the actual cause that have resulted in these negative effects: lack of feeling home. The aim of this master thesis is therefore to investigate how the feeling home of residents in neighborhoods are being transformed could be improved.**

### Research question

"How could the feeling home of residents in neighborhoods that are being transformed be improved?"

### Method

The research in this master thesis includes three different layers, neighborhoods in general, a case study and an integrated situation in this case study that gave a deeper understanding in how the feeling home could be improved (figure 5.1).

The research insights in these three sections resulted into a proof of concept: BuurThuis that is evaluated and resulted into design principles and a plan for further

development. This discussion & conclusions reflect on how BuurThuis concept gained a better understanding of the research findings in each of the sections. This starts with a discussion on how BuurThuis concept respond to the design goal and ends with an advice how to deal with the effects of gentrification. These gave insight in what kind of further research need to be carried out.

### Design goal

I want interested residents to become involved in the development of a citizen's initiative in public space directly after the initiative is requested.

## structure of conclusions & discussion

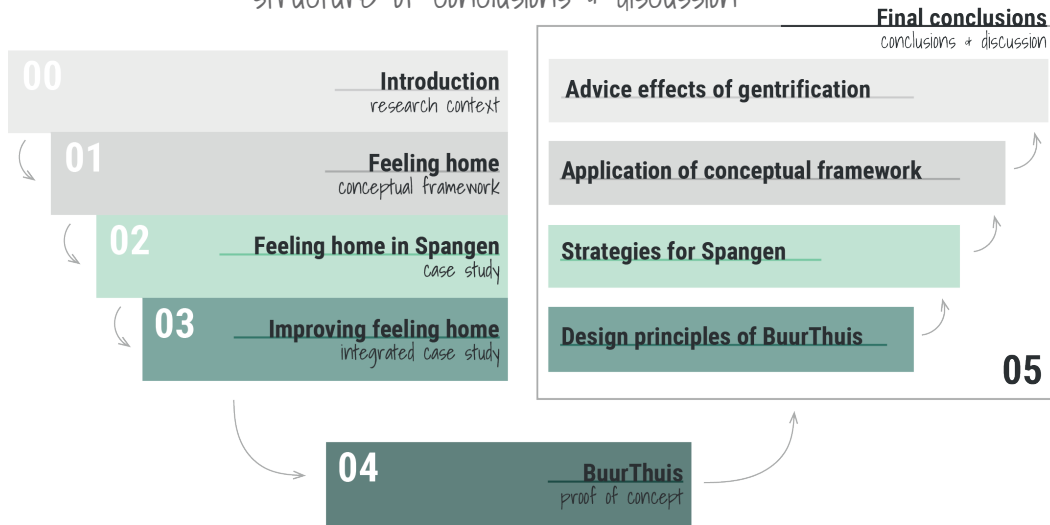


Figure 5.1: Structure of the discussion related to report sections

### Design principles of BuurThuis

BuurThuis provides an interesting starting point how the difference in involvement between initiators and interested residents could be balanced. The evaluation study highlighted different aspects of BuurThuis concept that show why the concept is interesting for the users and also for the stakeholders (chapter 4.1). The insights in this evaluation study are translated into five different design principles that generalize the design solutions in BuurThuis concept. Each principle describes a certain trigger to keep people motivated to participate in different steps within the development of a citizen's initiative. These principles are useful to include and keep different target groups involved in the development process. The evaluation study showed that these principles are not included in the current approach of the municipality how they

involve residents. This insight confirms the need for further development of BuurThuis concept. Since BuurThuis is a proof of concept that is not finished yet, the design principles are a good starting point for further development.

### Design principles

Design principle 1

1. A physical object with permanent appearance

Design principle 2

2. Social distance early in the process

Design principle 3

3. Presenting opinions of neighbors

Design principle 4

4. Articulating social practices

Design principle 5

5. Personalizing citizen involvement

## Strategies for Spangen

Public spaces are important places in the neighborhood, especially when these places are in front of people's home. The findings in this research show that changing spatial elements in the public space activates people to be involved in the public space. It seems that this trigger is only caused by the spatial changes that are requested by residents of the neighborhood. These spatial transformations cause that people cannot perform their normal activities at these places anymore. The biggest problem is situated in the social aspect, namely who the spatial transformation has requested. Citizen's initiatives in public space are often requested in Spangen due to the high involvement. Despite the high involvement, most active residents are not representative for the neighborhood. This has partly to do with the high diversity in Spangen, but also with the selective group that participates. The difference in involvement resulted also in a difference in ownership over the place. The perceptions are that one group has more control over the place than the other one. As a consequence, the first group is more attached to the place. To improve the feeling home it is needed to give the residents, for who the place is important, equal ownership over the place.

The findings show that it is even harder to reach when prejudices play an important role. It keeps people from participating or even results in conflict because people are scared that other people will take their

position. The ideas about the public space does not cause these problems, the people that introduce the ideas are. This makes it also harder to come to a compromise. This research shows that it is not needed to stimulate contact between people to make people co-owners of the place. It is needed to make participating accessible and to support that no group is being excluded. Therefore, people should be able to choose their preferred time and effort when participating. This non-committal way of involving people responds to the research of Duyvendak & Wekker (2015). Most policymakers strive to create a profound feeling home in heterogeneous neighborhoods such as Spangen, but in reality, this seems difficult. A profound feeling home for one group, could exclude another. Duyvendak & Wekker suggested to strive for a public feeling home in heterogeneous neighborhoods to give everyone the possibility to partly appropriate the place. Therefore, it is important to make the interactions at this place non-committal.

The results of design explorations showed that people have the motivation to participate, but the time and duration of the current participation methods keep them from participating. According to Duyvendak & Wekker (2015) also social distance is needed to include all people. The findings showed that people also want this social distance to give their personal opinion over the place. The evaluation study shows that



social distance is new way of involving people for the municipality. Although people could give an honest opinion, it is needed to interact with people to come to a decision or to take an idea further. It is impossible to do this with the entire neighborhood, but it is possible to open up for interested residents of a neighborhood to feel co-owners over a place. Therefore, starting with social distance to make involving accessible is suggested.

Despite the fact that people want this control, people often do not know why they feel attached to the place. Both interviews and design explorations showed that people have difficulty with explaining their current or future attachment with the place. Dividing the question in the right sub questions made people aware of what was important for them at this place. This insight in people's own concerns is also important to make sure that the public space fit people's needs. This is only possible when people are open for the perspectives of others (Hermus, 2018) and that also could bridge prejudices. BuurThuis concept showed that is not needed to meet each other and that showing examples of other neighbors gives already insight in these neighbors. This gives people insight in their own attachment to the place and it generates a better understanding in the perspectives of others. Making these examples personal and anonymous, ensures people feel connected with the examples instead of people's background.

The evaluation study showed that people use these examples of other people as an inspiration source instead of a barrier like prejudices.

These feeling home aspects give a different insight in what was needed to feel home in the gentrified neighborhood Spangen. BuurThuis concept showed how to use these insights and this discussion & conclusions translates these insights in strategies how the feeling home in the neighborhood Spangen could be improved. Hence, this master thesis does not only investigate the problems, but also showed how to solve or prevent these problems.

## Strategies

Strategy 1 // control

1. Give people equal ownership over a place

Strategy 2 // non - committal

2. Make participating non-committal and provide social distance

Strategy 3 // attachment

3. Make people aware of their attachment

Strategy 4 // trust

4. Give people insight in each other's attachment in the neighborhood

### Application of conceptual framework

The conceptual framework of 'feeling home in neighborhoods' showed that feeling home consists of four different aspects. These aspects are used to investigate the feeling home in a case study in Spangen. The discussion & conclusions of the previous two sections show that all aspects highlighted in the conceptual framework influence each other and finally influence whether people could feel home in the neighborhood. Dividing the feeling home in four aspects did not only help in understanding where the results came from, it also helped people explaining what makes them feel home. The research of Van der Graaf (2009) claimed that it is difficult or even impossible for people explain why they feel home and that people can especially give meaning to this feeling when it is disappeared. This research showed that by using this conceptual framework it was possible to investigate also why people feel home and understand what was needed for people to feel home. The conceptual framework does not only help you as a researcher to investigate the feeling home, it also made the people that are being researched aware of their attachment to the neighborhood.

### Advice on effects of gentrification

In a gentrified neighborhood as Spangen the effects of gentrifications are not so clear and seem not so problematic. Multiple researches have investigated the effects of gentrification in Spangen and also the interviews performed in this research do not directly show the effects of gentrification (Aussen, 2010; Boersma, 2012; Sparenberg,

2012; Woonstad Rotterdam, n.d.). The conclusions of these researches were mainly focused on improving the social cohesion. A general approach that is used by policymakers is to support social interaction between people on different levels: meeting, getting to know, collaborating and supporting (Gijsberts & Dagevos, 2007). Is this really what a gentrified neighborhood such as Spangen needs?

This research showed that the effects of gentrification are visible when spatial transformations occur on a public space. The gentrification approach changed the social structure in the neighborhood and problems with this social structure appears. As long as nothing changes, people do not encounter the new social structure. In this research, only changes as spatial transformations in public space are included, but it is expected that changes in other fields, like events and activities, could cause similar problems. This research showed that the biggest problems are caused by these changes that include different groups of people. It is important that the government supports these changes as a neutral party. These changes could be the common and connecting factor that could enable people could live together in the same neighborhood. These insights make this research supporting to the research of Van der Graaf (2009) that advices governments to focus on supporting neighborhoods to live together instead of directly connecting people. This makes it possible for a diverse group of people to feel home on their own personal manner.

### Relevance for Open4Citizens

The findings in this research show that feeling home is closely related with citizen involvement. It is needed to involve people in the spatial transformations of a public space to keep or make them feel home at this place. Therefore, the proof of concept: BuurThuis is a citizen participation tool that introduces a new way of attracting people to participate in the neighborhood by gathering and using data of people in this neighborhood. BuurThuis provides an interesting starting point to show the value of open data for city initiatives, and in this way contributes to the meaningful use of open data.

### Personal reflection

If I look back to the past six months, it was a challenging project with ups and downs. I enjoyed it to master a theme 'feeling home'. One of the goals of my project was to learn more about a 'psychological' topic. A topic that was challenging due to the different layers. I had never heard before of a research through design approach and

that makes this project challenging for. I liked the research part in my project to re-analyze everything and tell a story with the material I had. At the beginning, it was difficult to choose a starting point and to not be so fixated on original goal: to make an interactive installation. I have had always difficulties with making decisions and finding a good scope. That costs me time, but also taught me how I had to deal with this kind of complex problems. I always want to solve everything and that was also one of the challenges during this project. The coaching sessions with both chair and mentor really helped me to focus and choose.

It was difficult to understand what they layers were in my project and to find out what I am exactly solving. Since I am a bit of a control freak, this was also some of the triggers that motivates me to go deeper into the data. I learned in this project a good combination between control and curiosity and that are two important skills that are important for the rest of my career as a designer.

### Further research

BuurThuis is designed with a certain goal in a specific situation, a citizen's initiative in public space. The recommendations that followed out of the evaluation showed that BuurThuis is also a potential concept for other purposes; redevelopment plans and telling stories about an area (chapter 4.2). This could enhance the attractiveness for the municipality to actually develop BuurThuis. It is suggested to develop the proof of concept by making use of the design principles (chapter 4.3) and to investigate what other opportunities are to respond to these principles.

The high involvement in Spangen is often the result of the effort of particular groups. This research showed that this is one of the reasons that reduces the feeling home in the neighborhood. Especially when prejudices over these particular group influence if people experience places in the neighborhood positively. The combination of high involvement and the presence of prejudices are not typical characteristics of each gentrified neighborhood. Van der Graaf (2009) also mentioned that not every gentrified neighborhood has to deal with the

same problems. Although in these gentrified neighborhoods there are often problems with the social cohesion like in Spangen, it should be investigated if the insights in this master thesis are also occurring in other gentrified neighborhoods. This could also give insight in if the design principles and strategies are applicable in more gentrified neighborhoods.

These strategies are a result of three different researches: design process of BuurThuis concept, an integrated case study of a citizen's initiative in public space and a case study of Spangen. The strategies are not evaluated in this master thesis but a result of the outcomes of the evaluation study with BuurThuis concept. This means that the application of the strategies is not researched in this master thesis. It is recommended to investigate how these strategies can be used. The advice based on this master thesis is to start using the strategies in projects were different groups need to interact with each other. Especially when these groups are conflicting, it is interesting to investigate how the strategies are useful to deal with the effects of gentrification.

This research has shown that changes suggested by residents in gentrified neighborhoods make the problems with the social structure visible. The change suggested can be seen as ownership and for other people a way to lose ownership. This master thesis was focused on spatial transformation in public space as change that was suggested by a particular group of residents. It is expected that other changes like events or activities could also have a negative effect on ownership. Events and activities are the social practices in the conceptual framework and are important to make people feel home. It is suggested to investigate if something changes in the organization of current events and activities what the effect is on other interested residents. That means if someone else take the lead or a similar event is being organized by another group what is the impact on other residents. This gives insight in when and how the strategies of this master thesis are also applicable in other situations.



Figure 5.2: Frame of prototype



# Reference list

## Master thesis BuurThuis

- Aanhaanen, S., Dekker, D., Klinkenberg, L., Wilting, K. (2014). De rol van het Justus van Effencomplex binnen de wijk Spangen. Retrieved November 28, 2017 from: <https://www.veldacademie.nl/projecten/wijkanalyse-spangen>
- Ahmadi, D. (2017). Living with diversity in Jane-Finch. Retrieved January 4, 2018 from: <https://repository.tudelft.nl/islandora/object/uuid%3Ad1f12d39-a25f-44e3-a2e6-3c8dafbb113a?collection=research>
- Atkinson, R. (2004). *The evidence on the impact of gentrification: new lessons for the urban renaissance*. In: European Journal of Housing Policy, jg. 4, nr. 1, p. 107-131.
- Aussen, S. (2010). Hoe de bakfiets aankwam in Spangen. Retrieved November 28, 2017 from: <https://thesis.eur.nl/pub/8583/Aussen%20scriptie.pdf>
- Baron, R. A., Branscombe, N. R. (2013). *Social Psychology: Pearson New International Edition*. Pearson Higher Ed.
- Beltman, J. (2017) De groene Connectie. Retrieved November 9, 2017 from: <http://www.graafflorisstraat.nl/2017/06/de-groene-connectie/>
- Bincken, S., L. Zuyderwijk, J. Burgers en D. Van der Wilk (2012) *Openbare ruimte als professionele opgave en alle-daagse omgeving*. Den Haag: Platform31.
- Boersma, A. (2012). Gentrification in Rotterdam: Een onderzoek naar patronen van gentrification in Rotterdam. Retrieved November 28, 2017 from: [https://thesis.eur.nl/pub/12371/Eindschriftie\\_\\_scriptieseminar\\_Gentrification%20%20definitieve%20versie%209%20juli%202012%20inlcusief%20voorblad.pdf](https://thesis.eur.nl/pub/12371/Eindschriftie__scriptieseminar_Gentrification%20%20definitieve%20versie%209%20juli%202012%20inlcusief%20voorblad.pdf)
- Cohen, A.P. (Eds) (2000) *Signifying Identities: anthropological perspectives on boundaries and contested values*. Routledge, Londen/Network.
- Duyvendak, J.W. & Wekker, F. (2015) *Thuis in de openbare ruimte. Over vreemden, vrienden en het belang van amicaliteit*. (At Home in Public Space. On Strangers, Friends and the Importance of Amicality). Den Haag: Platform 31.
- Duyvendak, W. G. J., Kleinhans, R., & Veldboer, L. (2000). Integratie door differentiatie? Een onderzoek naar de sociale effecten van gemengd bouwen. Gebiedscommissie Delfshaven. (2016). Herrijkt gebiedsplan Delfshaven 2016-2018. Retrieved November 9, 2017 from: <https://www.rotterdam.nl/wonen-leven/delfshaven/20160420-Gebiedsplan-Delfshaven-2016-2018.pdf>
- Gemeente Rotterdam. (2007). Verbonden stad: visie openbare ruimte binnenstad Rotterdam. Retrieved March 8, 2018 from: <https://www.rotterdam.nl/wonen-leven/binnenstad/Verbonden-Stad.pdf>

- Gemeente Rotterdam (2014). DNA cirkels. Retrieved May 7, 2017 from: <https://www.rotterdam.nl/bestuur-organisatie/dna/DNA-cirkels-def-2014.pdf>
- Gemeente Rotterdam. (2014 - 2018). Wijkprofiel Spangen. Retrieved December 14, 2018 from: <http://wijkprofiel.rotterdam.nl/nl/2016/rotterdam/delfshaven/spangen/?toon=alles>
- Gemeente Rotterdam. (2016). De Rotterdamse integrale visie op spelen, sporten, bewegen en ontmoeten. Retrieved March 8, 2018 from: <http://www.cephir.nl/files/Archief%20seminars/Presentaties/Gemeente%20Rotterdam%20-%20Integrale%20visie%20kom%20op%20naar%20buiten.pdf>
- Gemeente Rotterdam (2017). Trends en ontwikkelingen cluster Dienstverlening. Retrieved May 9, 2018 from: <https://www.publieksdiensten.nl/wp-content/uploads/2017/08/Trend-en-ontwikkelingen-cluster-Dienstverlening.pdf>
- Gijsberts, M. & Dagevos J. (2007). *Interventies voor integratie. Het tegengaan van etnische concentratie en het bevorderen van interetnisch contact*. Den Haag: SCP.
- Granovetter, M. (1983). *The strength of weak ties: A network theory revisited*. *Sociological theory*, 201-233.
- Meijer, H., De Josselin de Jong, F., Hoekstra, M. J. (2006): *"Het ontwerp van de Openbare Ruimte"*, 2006
- Hermus, J. (2018). Zo word je Open-Minded: 4 stappen. Retrieved January 16, 2018 from: [https://sochicken.nl/zo\\_word\\_je\\_open\\_minded\\_4\\_stappen](https://sochicken.nl/zo_word_je_open_minded_4_stappen)
- Hinfelaar, M. (2014). Inspirerende design principles? Zo maak je ze! Retrieved May 6, 2018 from: <https://www.frankwatching.com/archive/2014/06/25/inspirerende-design-principles-zo-maak-je-ze/>
- Hochstenbach, C. (2017). De invloed van overheid gestuurde gentrificatie in Rotterdam. Retrieved April 26, 2018 from: <https://versbeton.nl/2017/03/de-invloed-van-overheid-gestuurde-gentrificatie-in-rotterdam/>
- Huygen, A., & de Meere, F. (2008). *De invloed en effecten van sociale samenhang*. Utrecht: Verwey-Jonker Instituut.
- Janse, I. (2012). Hoe overleef ik Delfshaven? Retrieved November 7, 2017 from: <https://versbeton.nl/2012/05/hoe-overleef-ik-delfshaven/>
- Kasiemkhan, M. (2010). Burgerparticipatie bij stedelijke vernieuwing in de Gemeente Rotterdam. Retrieved March 5, 2018 from: [http://www.vredenoordbuurt.nl/documents/algemeen/b-Burgerparticipatie\\_bij\\_stedelijke\\_ernieuwing\\_Rotterdam.pdf](http://www.vredenoordbuurt.nl/documents/algemeen/b-Burgerparticipatie_bij_stedelijke_ernieuwing_Rotterdam.pdf)



- Maller, C. (2012). *Using social practice theory to understand everyday life in a master-planned estate: outcomes for health and wellbeing*. In The Annual Conference of the Australian Sociological Association: Emerging and Enduring Inequalities(pp. 1-16). The University of Queensland.
- Moore, J. (2000). *Placing home in context*. Journal of environmental psychology, 20(3), 207-217.
- Moore, J. (2007). *Polarity or integration? Towards a fuller understanding of home and homelessness*. Journal of Architectural and Planning Research, 143-159.
- Open4Citizens (n.d). Open4Citizens project website. Retrieved November 6, 2017 from: <http://open4citizens.eu/>
- Putnam, R. (2000). *Bowling alone*. New York: Simon & Schuster.
- René Boomkens: *"De nieuwe wanorde, globalisering en het einde van de maakbare samenleving"*, 2006;
- Sander, T., & Lowney, K. (2005). *Social capital building toolkit* (version 1.1). Cambridge, MA: John F Kennedy School of Government, Harvard University
- Shadid, W. (1998). *Grondslagen van interculturele communicatie*. Studieveld en werkerrein.
- Shiny. (2012). Vooroordelen, Stereotype, Racisme: hoe ontstaat het? Retrieved January 25, 2018 from: <https://mens-en-samenleving.infonu.nl/sociaal-cultureel/95202-vooroordelen-stereotypen-racisme-hoe-ontstaat-het.html>
- Sparenberg, S. (2012). Gemeenschapsvorming na gentrification. Een creatieve onderneming in Spangen. Retrieved November 28, 2017 from: <https://thesis.eur.nl/pub/11238/Gemeenschapsvorming%20na%20gentrification%20-%20DEF%20-%20326367.pdf>
- Steenhuis stedenbouw/landschap, Urban Fabric bv (2009). Spangen - Rotterdam cultuurhistorische verkenning. Retrieved November 28, 2017 from: [https://issuu.com/stadsontwikkeling/docs/gebiedsonderzoek\\_spangen\\_website\\_02-2012?viewMode=singlePage](https://issuu.com/stadsontwikkeling/docs/gebiedsonderzoek_spangen_website_02-2012?viewMode=singlePage)
- Stichting Rotterdam Woont (2018). Wijkhistorie: Spangen. Retrieved December 13, 2017 from: <http://www.rotterdamwoont.nl/neighbourhoods/view/23/Spangen> <http://www.rotterdamwoont.nl/neighbourhoods/view/23/Spangen>
- Synthetron. (2017). Interview: Participatieve besluitvorming bij de gemeente Rotterdam. Retrieved March 6, 2018 from: <http://www.synthetron.com/interview-participatieve-besluitvorming-bij-de-gemeente-rotterdam/>

- Uitermark, J. (2014). *Verlangen naar Wikitopia*. Inaugural speech. Rotterdam, Erasmus Universiteit Rotterdam.
- Van Arum, S., Uyterlinde, M., Sprinkhuizen, A. (2009). Sociale samenhang: buurtgebonden bewonersbetrokkenheid & overbruggende contacten een verkenning. Retrieved December 5, 2017 from: [https://www.movisie.nl/sites/default/files/alfresco\\_files/Sociale%20samenhang%20\[MOV-225235-0.3\].pdf](https://www.movisie.nl/sites/default/files/alfresco_files/Sociale%20samenhang%20[MOV-225235-0.3].pdf)
- Van Beek, S. (2010). *Mengen in Spangen*, in: Binnenlands Bestuur, 28 mei 2010.
- Van der Graaf, P. (2009). *Out of Place?: Emotional Ties to the Neighbourhood in Urban Renewal in the Netherlands and the United Kingdom*. Amsterdam University Press.
- van der Graaf, P., & Duyvendak, J. W. (2009). *Thuisvoelen in stedelijke vernieuwing: buurthechting in Nederlandse achterstandswijken*. Sociologie, 5.
- van Noije, L. (2017). Onveilige wijken blijven achter door gebrek aan participatie. Retrieved November 7, 2017 from: <https://www.socialevraagstukken.nl/onveilige-wijken-blijven-achter-door-gebrek-aan-participatie/>
- Wijkprofiel Rotterdam. (2014-2018). Wijkprofiel Rotterdam: Spangen. Retrieved December 14, 2017 from: <http://wijkprofiel.rotterdam.nl/nl/2016/rotterdam/delfshaven/spangen/?toon=alles>
- Wittebrood, K. (2000). *Buurten en geweldscriminaliteit: een multilevel-analyse*. In: Mens en maatschappij, jg. 75, nr. 2, p. 92-109.
- Woonstad Rotterdam (n.d.). Het is rustig in Spangen. Retrieved November 28, 2017 from: [http://watwerktstudio.nl/websites/wwwiw\\_studio/files/Onderzoek-effecten-10-jaar-investeren-in-Spangen.pdf](http://watwerktstudio.nl/websites/wwwiw_studio/files/Onderzoek-effecten-10-jaar-investeren-in-Spangen.pdf)
- Woonstad Rotterdam. (2013). Bewonerscommunicatie Staringbuurt. Retrieved January 15, 2018 from: <https://www.woonstadrotterdam.nl/media/58318aeb-baa5-4b88-95e4-fbd4f5b92163/C10AHw/Downloads/MijnWijk/Communicatieaanpak-Staringbuurt.pdf>
- Zimmerman, J., Stolterman, E., & Forlizzi, J. (2010). *An analysis and critique of Research through Design: towards a formalization of a research approach*. In Proceedings of the 8th ACM Conference on Designing Interactive Systems (pp. 310-319). ACM.

# Image references

Feeling home in Spangen

## **Figure 2.5 Timeline history of Spangen**

1 Stichting Rotterdam Woont (2018). Wijkhistorie: Spangen. Retrieved December 13, 2017 from: <http://www.rotterdamwoont.nl/neighbourhoods/view/23/Spangen> <http://www.rotterdamwoont.nl/neighbourhoods/view/23/Spangen>

2 Sparenberg, S. (2012). Gemeenschapsvorming na gentrification. Een creatieve onderneming in Spangen. Retrieved November 28, 2017 from: <https://thesis.eur.nl/pub/11238/Gemeenschapsvorming%20na%20gentrification%20-%20DEF%20-%20326367.pdf>

3 Wikipedia. (2018). Bombardement op Rotterdam. Retrieved December 18, 2017 from: [https://nl.wikipedia.org/wiki/Bombardement\\_op\\_Rotterdam](https://nl.wikipedia.org/wiki/Bombardement_op_Rotterdam)

4 Wikipedia. (2017). Prostitutie in Rotterdam. Retrieved December 13, 2017 from: [https://nl.wikipedia.org/wiki/Prostitutie\\_in\\_Rotterdam](https://nl.wikipedia.org/wiki/Prostitutie_in_Rotterdam)

5 Datema, D. (2015). De blokkade van Spangen. Retrieved December 13, 2017 from: <http://www.vergetenverhalen.nl/2015/09/23/de-blokkade-van-spangen/>

## **Figure 2.6 Shared garden in Spangen**

[http://2.bp.blogspot.com/--D6tHSeQ26s/UBvY8CBXpQI/AAAAAAAAAAcc/twutRGFWye4/s1600/nieuwe+buren\\_small.jpg](http://2.bp.blogspot.com/--D6tHSeQ26s/UBvY8CBXpQI/AAAAAAAAAAcc/twutRGFWye4/s1600/nieuwe+buren_small.jpg)

## **Figure 2.7 Diversity in Spangen**

<https://www.opzoomermee.nl/media/nieuwsfotos/taaltuin.jpg>

## **Figures 2.8 – 2.12**

(Cijfers: gemeente Rotterdam; OBI, Wijkprofiel 2014-2016-2018)

## **Figure 2.18 Annie's eetclub**

<http://www.stichtingannieverdood.nl/wp-content/uploads/eetclub-06.jpg>

## **2.19 De Kasteeltuin**

<https://www.dekasteeltuin.nl/ouders>

## **2.24 Camping life event in Spangen**

<https://geloveninspangen.nl/wp-content/uploads/2017/08/Camping-Life-2017-1-van-68-45-1030x773.jpg>

## **2.25 Ravotte learns children in Spangen to fish tadpoles**

<https://geloveninspangen.nl/wp-content/uploads/2017/08/Camping-Life-2017-1-van-68-12-773x1030.jpg>

## **2.27 Green initiative in Spangen**

<https://www.facebook.com/natuurlijkspangen/photos/a.1493352797349769.1073741850.475206509164408/1493354727349576/?type=3&theater.jpg>

### **2.29 Group of Cape-Verdeans in Spangen**

Photography by: Ninny Duarte Lopes

### **2.30 Visions related to the origin of**

prejudices by Shadid (1998)

Shadid, W. (1998). Grondslagen van interculturele communicatie. Studieveld en werkterrein.

### **2.32 Public feeling home is combination of social distance and physical proximity by Duyvendak & Wekker (2015)**

Duyvendak, J.W. & Wekker, F. (2015) Thuis in de openbare ruimte. Over vreemden, vrienden en het belang van amicaliteit. (At Home in Public Space. On Strangers, Friends and the Importance of Amicality). Den Haag: Platform 31.

### **2.33 Green area along the Schie (river) in Spangen**

<https://www.facebook.com/natuurlijkspangen/photos/a.674899689195088.1073741833.475206509164408/1488796621138720/?type=3&theater.jpg>

### **2.34 Playground in Spangen with a citizen's initiative (Taaltuin)**

[http://www.fennekehordijk.nl/wp-content/uploads/2013/05/IMG\\_2208-1024x682.jpg](http://www.fennekehordijk.nl/wp-content/uploads/2013/05/IMG_2208-1024x682.jpg)

### **2.35 Football cage at Bellamyplein in Spangen**

<https://www.straatbeeld.nl/static/site/img/module/gallery/photoalbum/19259/342.jpg>

### **2.36 Different functionalities in a public space in Spangen**

<https://www.straatbeeld.nl/static/site/img/module/gallery/photoalbum/19259/344.jpg>

## *Improving feeling home*

### **3.8 Development process of citizen's initiatives and the relation between the different stakeholders**

Verburg, J., Dams, J., Pols, A. (2004). Het Besluitvormingsmodel Ruimtelijke Plannen Rotterdam. Retrieved March 5, 2018 from: [https://www.bodemplus.nl/publish/pages/92597/bpr\\_besluitvormingsmodelrotterdam\\_24\\_207714.pdf](https://www.bodemplus.nl/publish/pages/92597/bpr_besluitvormingsmodelrotterdam_24_207714.pdf)

## *BuurThuis*

### **4.5 Factors that influence if people are activated to get closer to BuurThuis concept**

[http://www.cre8design.eu/uploads/signing/beegwijzering/bewegwijzering\\_resized\\_930\\_420.jpg](http://www.cre8design.eu/uploads/signing/beegwijzering/bewegwijzering_resized_930_420.jpg)

### **4.28 Disciplines of the research triangle of IDE faculty**

TU Delft. (n.d.). Research themes. Retrieved May 9, 2018 from: <https://www.tudelft.nl/en/ide/research/research-themes/>

### **4.32 Main trends of the cluster 'service' of the municipality**

Gemeente Rotterdam. (2017). Trends en ontwikkelingen cluster Dienstverlening. Retrieved May 9, 2018 from: <https://www.publieksdiensten.nl/wp-content/uploads/2017/08/Trend-en-ontwikkelingen-cluster-Dienstverlening.pdf>



---

# Appendices

Master thesis BuurThuis

# Table of contents

## Appendices BuurThuis

### Expert interview feeling home

Appendix A

**A.1** Interview Thuismakers Collectief 158

### Contextual observation

Appendix B

Introduction 162

**B.1** Residents in Westervolkshuis 163

**B.2** Participants of Annie's eetclub 166

**B.3** Participate in Moroccan cooking club 168

### Interviews case study

Appendix C

Introduction 172

**C.1** Authorities 176

**C.2** Residents of Spangen 180

**C.3** Identity of Spangen 186

**C.4** Social practices 191

**C.5** Effects of gentrification 194

### Creative sessions

Appendix D

**D.1** Participate in Park Hackathon 200

**D.2** Creative session with design students 204

### Interviews integrated case study

Appendix E

Introduction 210

**E.1** Interview district networker & urban planner 211

**E.2** Interview district advisor Delfshaven 213

**E.2** Interview Citylab010 216

**E.3** Interviews treehouses in Spangen 218

### Design explorations

Appendix F

Introduction 226

**F.1** Intervention 1: connect people with a shared interest 228

**F.2** Intervention 2: an obstacle to connect people 230

**F.3** Intervention 3: redesign public space 232

**F.4** Intervention 4: understanding ideas 244

**F.5** Intervention 5: card set to discover concerns 248

**F.6** Design activities 259

**F.7** Conclusions design explorations 260



## **Conceptualization**

### Appendix G

Introduction	268
<b>G.1</b> Flowchart	270
<b>G.2</b> Concepts	272
<b>G.3</b> Pre-evaluation study	276
<b>G.4</b> Concept details	293

## **Final evaluation**

### Appendix H

<b>H.1</b> Evaluation study in Spangen	298
<b>H.2</b> Exhibition West Practice Event	305



# **Expert interview**

**feeling home**

---

**A**

*Appendix A*

# Interview Thuismakers Collectief

## Appendix A.1

**Thuismakers Collectief, is a collective with psychologists, sociologists and planners that investigate and stimulate the feeling home for clients as municipality, housing corporations and healthcare institutions. Therefore, a semi-structured interview of one hour was conducted with Sander van Ham, founder of Thuismakers Collectief, to get insight in their approaches and researches. The insights of this interview together with a research report of Thuismakers Collective were used to create the framework 'the concept of feeling home' in chapter 2.1. The developed framework is revised in response to the feedback of Sander van Ham obtained by mail contact. This appendix consists an overview of the results collected the described activities (interview, research report & mail contact) and used in the report.**

### Research goals

- Explanation of the feeling home
- Approach of their projects
- Investigation of the feeling home

### Results

According to Thuismakers Collectief, feeling home consists of 4 aspects: place, people and network, rituals, routines and traditions and collaborative form of organization. In the research report and during the interview Sander explained how these aspects are related (see research report for detailed explanation).

#### Place

- Places where people are attached
- Places in a neighborhood that give positive and negative associations
- Repetitive interactions with the place increases the chance on a positive association with the place
- Shared rituals will result into temporary appropriation

#### People and network

- People feel home with people in the neighborhood when shared interest will be discovered.
- People need purposes to get to know new people
- Weak ties give access to new social networks and enable people to know what their similarities are
- Strong ties could result in exclusion of people

#### Rituals & traditions

- Rituals need to be predictable and reoccurring, then they are most effective.
- Rituals are the connecting element between people and places

#### Organization

- Mutual agreements should be made and tasks and roles should be divided to make feeling home possible. (shared responsibilities)
- Neighborhood organizations are complex due to the diversity of people
- Which parties have ownership over a place. Involve everyone otherwise your idea is not sustainable.

### **Process of research projects of Thuismakers collectief**

1. Multiple interviews with residents
2. Enquetes to confirm the qualitative interviews
3. Creating design decisions (on different layers public, collective and personal)
4. Collective conversations to discuss design decisions
5. Change design
6. Discuss final design in collective conversations

### **Tips how to research feeling home**

- It is difficult for people to describe what feeling home is. Let people walking through their daily activities and give examples
- The process itself (interviewing and collective conversations) already reinforces the feeling home. Questioning will also add up something!
- Give your residents options instead of only presenting your idea
- Do something with the residents that makes it easier to talk with them (ex. Making marmalade)
- Ask questions related to the aspects (they didn't have a template for their questions)

### *Conclusions*

The insights gained during the interview, mail contact and research report are used to create the conceptual framework in chapter 1.1 (feeling home).



# Contextual observations

Appendix B

B



# Introduction

## Contextual observations

A total of 3 contextual observations were performed that takes between an hour and one-and-a-half hour. All contextual observations were performed in the community center (figure B.1) with different groups of people that live in Spangen. A total 16 people participated into a (short) conversation. The goals, procedure and results of each contextual observations were different. Therefore, the three contextual observations are separately documented. The contextual observations give also insight in the described themes in the next appendix C. Interviews. The 'raw' data of appendix B.2 and B.3 is also used to create the two frameworks of the social practices 'having dinner' and 'Moroccan cooking'

Figure B1.1: Westervolkshuis



# Residents in Westervolkshuis

## Appendix B.1

**The aim of this contextual observation was to get in contact of residents of Spangen and to experience how these people interact with each other.**

### Goal of context exploration

- Getting in contact with people in the neighborhood
- Exploring who the people are of Spangen
- Discovering the possibilities of joining activities

### Approach

Because the situation of this context exploration could not be predicted, no semi-structured interview was prepared. The goals were used to structure the conversations during the context exploration.

### Research environment

The context exploration took place at the community center 'Westervolkshuis'. There were female bartenders (2), outdoor cleaners of the municipality (15-20), citizens (5), the coordinator and people of the municipality present in the community center during this exploration.

### Results

A conversation with three people that were present in the community center was started to get insight in how they experience the neighborhood and who they are. A group conversation was also attended. During this conversation, different topics were raised in the discussion. These topics were related

### Research question

"Who are the people that live in Spangen and why do they feel attached?"

to the identity of Spangen and the effects of gentrification. Therefore, the results of the context exploration are also used for chapter 2.1 – 2.4.

### Brief individual conversations with residents

*Barvrouw (60+) // vrouw // buitenlandse afkomst*

- Woont bij de Mathenesserbrug
- Lopend naar haar werk hier, werkt 2 dagen in de week
- Kent alle mensen hier (werkt er al jaren)
- Vind het een fijne plek en buurt om in te wonen

*Stagiare (32 jaar) // vrouw // buitenlandse afkomst*

Woont er al haar hele leven

- Halte bij de Huygensstraat
- Vindt het een fijne plek om in te wonen, omdat ze veel mensen kent
- Organiseert veel dingen in de buurt (feesten voor iedereen) samen met haar moeder (woont 3 minuten lopen)
- Heeft geen last van de nieuwe bewoners
- Wonen heel verschillende mensen hier in de buurt

*Gemeente schoonmaker (rond 60 jaar) // man // buitenlandse afkomst*

- Kent veel mensen in de buurt
- Werkt al 26 jaar voor de gemeente
- Koopwoning gekocht aan de rand in de Spaansebocht. Hij vindt het daar wel anders dan hier bij het buurthuis
- Rondon buurthuis was vroeger geen goede wijk, nu wel een stuk verbeterd
- Bellamyplein zijn wel duurdere woningen gekomen met ander volkZijn hier veel jonge marokanen, sowieso is de buurt heel erg jeugdig geworden.

### **Group conversation with 5 residents**

The group consisted of five active residents of Spangen; woman (67) and her husband, woman (59), women (50+) and a man (60+).

#### *Problems & improvements*

During the conversation, the residents were asked what they think about the renovation. They told stories about the drugs and prostitution and that they fight for 6 years to improve the neighborhood. Woman (67) have had different conversation with mayor Opstelten at that time (After the contextual observation, I discovered that she is a famous resident of Spangen.) They seem pride by telling the different stories about how they have been fighting for the transformations. They also are happy with the new appearance of the neighborhood.

*"Het ziet er hartstikke mooi uit."*

*"De Huygensstraat is het mooiste plekje van Rotterdam."*

#### *Housing supply*

When I asked them about the prices of the houses, a discussion started. The houses were more expensive, when people leave the neighborhood. Currently, there is subsidized rent in the neighborhood, but they are expensive. The rent of these residents was not increased.

*"De sociale woningbouw ligt zo goed als stil in Spangen."*

#### *New residents in Spangen*

The residents were asked were these new residents lived. They directly started with also giving an opinion about these residents.

*"Die mensen voelen zich verheven boven ons."*

One of the residents (woman, 59) describes how she feels in relation to these new residents. According to her, these people act if they are better than them. The man (60+) doesn't agree with that, but the other women directly interrupt him. The angry sound of the women is related with the fact that it feels for them that these people act that they solved the problems in the neighborhood, while they experience they have reached that.

*"De wijk is beter geworden doordat zij erbij zijn gekomen."*

They all agree that the new residents are a different type of people than the current residents.

*“Het zijn allemaal tweeverdieners, bakfietsen. Maar daarom zijn ze niet beter dan ons.” “Ik zou nooit met ze om willen gaan. Zolang ik er geen last van heb, bemoei ik me niet met ze.”*

Most of the residents expect that they will never interact with these type of people. They like the appearance of the new houses, but that’s it! If it doesn’t affect their current situation, it doesn’t matter that these new people live in Spangen.

*“Als ik er geen last van heb, vind ik het allemaal prima.”*

## Conclusions

The insights of this contextual observation are used to describe the identity of Spangen in chapter 2.1 and to analyze the social relations in chapter 2.3.

- People feel attached to the neighborhood because of the contacts they have in Spangen.
- The history of Spangen is a reoccurring theme in the stories of people.
- People identify the improvements in the neighborhood in comparison terms.
- In Spangen live people with multiple different cultural backgrounds.
- Residents of Spangen are proud of their neighborhood and the improvement that accompanied by the transformations (this is their proud!!)
- The group residents have prejudices over the new residents.
- There are no problems with the new residents, when they don’t need to interact with them and when they don’t own their property.

Figure B1.2: Cafeteria of Westervolkshuis



# Participants of Annie's eetclub

## Appendix B.2

### Research question

"Who are the people that live in Spangen and why do they feel attached?"

### Research goals

- Exploring who the people are of Spangen
- Discovering the needs and motivations for social relations

### Approach

A semi-structured interview was prepared. A part of the questions is used during the contextual research, because there were no formal interviews conducted. The contextual research ended into some observations and three short conversations with two residents and a youth worker. The results of the observations and these conversations are documented in this appendix.

### Research environment

The context exploration took place at the community center 'Westervolkshuis', before Annie's eetclub started. This is an activity of the community center where Dutch elderly (mostly lonely) can eat together for a small amount of money. Each week three to four volunteers cook for the elderly. Before they start eating, they meet each other in the canteen of the community center.

**The aim of this contextual observation was to get insight in who the people in Spangen are, what their social relations in the neighborhood are and to experience how these people interact with each other.**

### Results

#### Observations

The following notes were made directly afterwards the context exploration:

- Uitdagen van elkaar, pestgedrag ook uitvoeren, tong uitsteken
- Iedereen kent elkaar.. groet elkaar (bij naam meestal)
- Iedereen voelt zich op z'n gemak. Gaat ook gewoon zitten zonder iets te zeggen.
- Meeste mensen zijn een beetje nors (vooral als het gaat om een onderzoekje.. dat is al zo-veel gedaan, daar hebben ze geen zin in hoor)
- Men is negatief over spangen omdat er die avond daarvoor een Schietpartij is geweest waar men wel van ontdaan is.. (jaa.. 'xxx' die woont daar ja...)
- Lekker met elkaar klagen over van alles en nog wat.

#### Conversation with female resident of Spangen (64)

The female resident is a born resident of Spangen (Dutch: 'een echte spangenaar'). She regularly visits her old neighbor. Although she doesn't like her, she takes care of her. She



blabs over different topics and complains about different people in the neighborhood. Although these stories, she is proud about the contacts she has in the neighborhood. Twice a week, she visits the community center to have dinner. The food is cheap and delicious and she likes the people that join the dinner.

### **Conversation with youth worker**

The youth worker works now for a couple of years in the neighborhood Spangen. Each day, she is inside the neighborhood and therefore has a lot of knowledge about the neighborhood. Spangen is a 'working class quarter' (Dutch: 'volksbuurt') with a rich diversity. There is an extraordinary connection between these diverse group of people. Most people have problems (money or social) and that strengthens this connection. Together they fight for their needs and it doesn't matter what your cultural background is.

*"Het zijn allemaal bikkels die in hetzelfde schuitje zitten en dat bindt."*

*"De mensen zijn direct... de Rotterdammer is direct, maar de Spangenaar is dat nog meer."*

The people in Spangen are direct. According to her, this is a consequence of the problems they have to deal with. The people are also proud and loyal to their neighborhood. She gave an example of the Bellamy boys that are currently very popular, but give their concert in the Sparta stadion.

### **Conversation with female resident of Spangen (70+)**

In the beginning, the woman is suspicious and gruff. Although it is difficult to talk with her, she describes shortly her experience with the neighborhood. The woman lives for 40 years in Spangen. She is proud of her neighborhood, but there are also downsides. In history, there is a lot that happened in Spangen and these things keep happening. (The day of this contextual exploration, a shooting happened the night before. This could be the reason why this woman was not that positive about the neighborhood.)

### *Conclusions*

The insights of this contextual observation are used to describe the identity of Spangen (chapter 2.1), social practices in Spangen (chapter 2.2), social network in Spangen (chapter 2.3).

- The characteristics of the attitude of the people in Spangen:
  - Raw
  - Teasing
  - Blabbing
  - Complaining
  - Gruff
- The identity of Spangen described by the youth worker:
  - Volksbuurt
  - Diversity
  - Together fight for their needs
  - Sparta stadion
  - Proud and loyalty to their neighborhood
  - The residents also talked often about the history of Spangen.

# Participate in Moroccan cooking club

## Appendix B.3

### Research question

"What are the motivations of citizens to participate in a social practice?"

### Research goals

- Exploring who the people are of Spangen
- Discovering the needs and motivations for social relations

### Approach

A semi-structured interview was prepared. A part of the questions is used during the contextual research, because there were no formal interviews conducted. The contextual research ended into some observations and a conversation with the initiator of 'Marokkaans koken'.

### Research environment

The context exploration took place at the community center 'Westervolkshuis' during one of the activities of the Moroccan cooking club. In this activity, Moroccan women cook together for their own family.

**The aim of this contextual observation was to experience a social practice in Spangen to understand how people interact and what their motivation is to participate in this social practice.**

### Results

#### Conversation with initiator of Moroccan cooking club

##### *Origin of Moroccan cooking club*

There are four different Moroccan (women) cooking clubs in Spangen. The initiator of the cooking club has founded one of these cooking clubs. Formerly, she did volunteer work until her education started and she began working. In 2013, she started this new group. The group is originated from relatives and known associates of her primary school in the neighborhood. Before their location at the community center, she had another location for the activities of this club. They changed the location due to different conflicts the initiator had with the manager of the location. A friend gave her advice to settle in the community center.

*"We zaten eerst ergens anders daar zijn we weg gegaan, want wij hielden volgens de beheerder de ruimte niet goed schoon. Dat deden we wel, maar ze deed echt alsof we schoonmaaksters waren en dat ze zich beter voelde."*



### *Activities*

- Monday: sports
- Wednesday: sewing lessons
- Friday: cooking in the morning & dinner with a lecture in the evening (lectures are about different topics; radicalization, sexuality, Islam, ...)

### *Contact within the group*

The group consists of 24 Moroccan women that are connected with a Whatsapp group. The women can indicate whether they participate in one of the activities. Often women will not do this and that makes it difficult to take them into account.

### *Difference between groups*

According to the initiator, the big difference between this group and the other groups is that they perform also other activities next to cooking. She cannot explain why they do not merge the different groups. She tries to involve the groups as what happened today (two groups were combined).

### *Expanding the group*

She has tried to also involve the group Turkish women, but this is difficult because of language barrier. This is also experienced during the contextual observation. Most people could not speak or speak very little Dutch. They all speak Moroccan to each other.

*"Ik heb geprobeerd om de Turkse vrouwen groep erbij te betrekken, maar ik heb gemerkt dat het toch lastig is vanwege de taal."*

### *Motivation to participate*

Despite the fact that the cookware at home are better, the women like to cook together. This is also the reason why the women participate in the group. There is a group of women that is always present during the activities and there are women that are sometimes present.

### *Observations*

A part of the women is busy with preparing the dish for the dinner with lecture this evening. Most women are busy with preparing a meal for their own family. They bring their own food (herbs, vegetables, ..). The women help each other with cutting and preparing, but everyone makes their own dish. During the cooking activities, the women talk, laugh and walk in and outside the kitchen.

### *Conclusions*

The insights of this contextual observation are used to analyze the social practice in chapter 2.2 and to describe the social relations in chapter 2.3.

- There are conflicts between different initiatives. The group with Moroccan women feels underrated.
- Most women are participators and join the weekly activity. They help each other with cooking during the meeting, but they do not self-organize.
- The women have a lot of similarities (gender, age, ethnicity)
- The reason why these women participate in the activities is the sociability. They have to cook for their family, so why can't you do that together. That is also a sense of belonging.



# Interviews

case study

C

Appendix C

# Introduction

## Interviews case study

**The aim of the interviews in this appendix was to investigate what is needed to feel home in a neighborhood. The neighborhood Spangen is used to discover the feeling home in a certain context. Contextual observations in Spangen (appendix B) and interviews in this appendix with authorities related to the Spangen and residents of Spangen were performed to answer the research question.**

### Research question

"What is needed to feel home in the neighborhood Spangen?"

### Approach interviews

A total of 14 semi-structured interviews were conducted that takes between three quarters and one-and-a-half hour. 9 of these interviews were at home or a location in the neighborhood and 5 of these were performed by a telephone call. The interviews were conducted with 13 interviewees that lived in (5) or had a relation with the neighborhood (8). The notes taken during the interviews were directly reviewed and documented after the interviews. Therefore, the quotes used in this master thesis are reformulated on basis of the notes and do not included the exact wording of the interviewees. Table C.1 gives an overview of the details of all interviews included in this appendix.

### Interviewees

The people that are interviewed are people that work in or with Spangen (8) and residents that live in Spangen (5). The interview questions differ per person depending on their relationship with

the neighborhood. The questions are categorized in different themes, which are used for the procedure and the structure of the results. All interviewees received an alias to protect the interviewees and make the data anonymous.

### Procedure

For each interview a different questionnaire was developed. These interviews had overlap on different themes. Not all themes are asked to all interviewees. This was depending on the relation people had with the neighborhood and the direction that changes during the research. Figure C.1 gives an overview of the participants and the themes that were included in the research. The procedure of each themes is detailed in this paragraph instead of giving 12 questionnaires that are almost the same. The results of all interviewees are also arranged in these themes. The themes link to the different chapters in the report. This makes it easier to find the right 'raw' data and insights. A part of the 'raw' data and quotes is in Dutch to keep the essence of the data.

## Overview interviewees

	Alias	Relation neighborhood	Date	Duration	Other contact
I1	Field police man	Employee in Spangen	28-nov	1 hour	
I2	District networker Spangen	Employee in Spangen	04-dec	30 minutes	Telephone
I3	Coordinator community center	Employee in Spangen	05-dec	1 hour	
I4	Male resident of Spangen	Resident of Spangen	06-dec	45 minutes	
I5	Female resident of Spangen	Resident of Spangen	08-dec	1 hour	
I6	Member of district committee Delfshaven & initiator of Kasteeltuin	Employee in Spangen	08-dec	1 hour	
I7	Initiator of Natuurlijk Spangen	Resident of Spangen	21-dec	1 hour	
			29-jan	30 minutes	Telephone
I8	Urban planner Delfshaven	Employee for Spangen			* also mailcontact
I9	Former district manager Spangen	Employee in Spangen	10-jan	1 hour	
			30-jan	15 minutes	Telephone
I10	Initiator of Geloven in Spangen	Resident of Spangen	10-jan	1,5 hour	
I11	Manager Huiskamer van Spangen	Resident of Spangen	22-jan	1 hour	

Figure C.1: Overview of all interviewees

## Themes + research goals

The first two themes give an introduction in who the people are that are interviewed and what their relation is with the neighborhood. The theme 'identity of Spangen' gives insight in how interviewees (both authorities as residents of Spangen) describe the neighborhood. The theme social practices in Spangen uses the 'raw' data of the first three

themes to create an overview of the different social practices and to make it easy to compare the social practices. The last theme gives an overview of people's opinion about the effects of gentrification in Spangen. Table C.2 gives an overview in which of the 5 themes gave the interviewees insight in.

## Overview interviewees & themes

	Authorities	Residents of Spangen	Identity of Spangen	Social practices	Effects of gentrification
I1					
I2					
I3					
I4					
I5					
I6					
I7					
I8 & I9					
I10					
I11					

Figure C.2: Overview of all interviewees & themes

### Authorities

The goal of this theme was to discover the relation of these interviewees with the neighborhood. Questions were asked about their job or authority with or within the neighborhood (I1,I2,I3,I6, I8 & I9). The interviewees were asked to describe their job or authority, tasks or activities, the relation between the job or authority and the neighborhood and interested parties involved with the job or authority.

#### Goals of theme:

- Context of job/authority
- The relation of job/authority with Spangen
- Interested parties with job/authority

### Residents of Spangen

This theme was related to the previous theme, but includes only the people that live in the neighborhood (I4, I5, I6, I7, I10, I11). The aim of this theme was also to discover their relations within the neighborhood. Depending on if the interviewees participate in a citizen's initiative or not, the questions were adjusted. The interviewees were

asked to describe their citizen's initiative and/or social relations with people in the neighborhood, tasks or activities related to these citizen's initiatives or social relations and interested parties involved with the citizen's initiative.

#### Goals of theme:

- Context of citizen's initiative
- Interested parties involved with citizen's initiative
- Motivations and needs for social relations
- Type of people they have contact with
- Places where people have social contact

### Identity of Spangen

The conceptual framework of 'feeling home' in chapter 1.1 described that the attachment with the neighborhood has an important influence on if people feel home in their neighborhood. Therefore, the identity of Spangen was investigated during the interviews. All interviewees were asked to describe the neighborhood and what their pride was of Spangen. The interviewees that did not live in the neighborhood were

asked to describe the attachment of the people within this neighborhood, while the residents of Spangen were asked to describe why they feel attached to this neighborhood. The first 5 interviewees (I1-I5) were also asked what important public spaces were in this neighborhood to discover their place attachment. Because the first 6 interviews and the literature research gave enough insight in the identity of Spangen the questions were not explicitly asked to I7-I11. Some of these interviewees mentioned aspects related to the identity of Spangen. These insights are also included in this theme.

*Goals of theme:*

- Description of Spangen
- Pride of Spangen
- Attachment between people in/with Spangen

**Social relations**

The aim of researching the social practice of the people in Spangen is to discover the attachment people have with certain places and people within the neighborhood. Therefore, the conceptual framework presented in chapter 1.1 is used to research the 'raw' data of the theme 'residents of

Spangen'. The frameworks for each social practice are presented in this theme and analyzed to give insight what is needed to make a social practice sustainable.

*Goals of theme:*

- Motivations & needs of social practice
- Insight in the differences and similarities between the social practices

**Effects of gentrification**

The origin of the research goal of this master thesis was based on the 'gentrification' approach used by municipalities to deal with deprived areas in cities. Both physical elements as the social structure of the neighborhood has changed as consequence of renovation and new build. Therefore, the interviewees authorities (I1, I2, I3, I6, I8 & I9) were asked about the effects of the renovation and new build.

*Goals of theme*

- Effects of gentrification in Spangen
- Discover current problems in Spangen



# Authoritites

## Appendix C.1

**Since the identity of a neighborhood can be researched from different sides, the authorities that have a certain relation with Spangen were interviewed. The interviewees were asked to describe their job or authority, tasks or activities, the relation between the job or authority and the neighborhood and interested parties involved with the job or authority.**

### Field policeman (1)

#### **Job description: field policeman**

Nine months ago, the field policeman started to work in the neighborhood Spangen. The role of the field policeman is to be the contact person between the municipality, police and residents. He does not live in Spangen to have a fresh eye on the situation. His job is to lower the threshold between the police and the residents and to identify problems. This is why he often walks around in the neighborhood by bike or walking. This makes it easier for people to contact him, but this is also possible by social media or telephone. He is the point of contact in the neighborhood and therefore he has multiple contacts inside and outside the neighborhood.

#### **Contacts of field policeman**

- 6 youth workers
- 2 youth enforcers (only in Spangen due to the criminality in Spangen)
- Particular initiatives
  - Geloven in Spangen: religious community
  - Women's club (each Saturday)
  - De vraagwijzer: support of law students
  - Natuurlijk Spangen: green community
- Social services (Dutch: Jeugdzorg, kinderscherming)

### District networker Spangen (2)

#### **Job description: district networker**

The district networkers are the direct contact between citizens and municipality. Interviewee works now for 12 years in the district Delfshaven and for 4 years in Spangen. He does not live in Delfshaven or Spangen. He is often present in the neighborhood to offer personal support to the citizens to develop their citizen initiative and to keep up-to-date about what happens in the neighborhood. He connects the citizen's initiatives with the right people in the municipality, the district committee and other authorities. Each week there are office hours in the community center for the residents of Spangen to ask questions or support. People can also contact him by Facebook. He has whatsapp groups with different residents and he tries to be present at organized events in the neighborhood.

#### **Initiatives in Spangen**

During the interview, the district networker gave different examples of initiatives in Spangen:

- Structural initiatives: elderly days, food clubs (mon & wed), Bellamybeach (event in Sparta stadium)
- Small initiatives: language courses, sport lessons for youth, bingo (fri), ace of clubs, more food clubs

According to the district networker, the initiatives support the neighborhood. They make the neighborhood more positive, because have fun. This also makes people more satisfied with their neighborhood.

Coordinator of community center;  
Westervolkshuis (13)

**Job description: coordinator community center**

The role of the coordinator of a community center is as she explains managing everything (Dutch: 'een regeltante'). She takes care of the building, volunteers and users and tries to keep it clean, hale and safe. She does not live in Spangen and that is why she started two years ago open and blank into this position. This supports her in doing her job. She tries to give everyone attention that will visit the community center by greeting people by their name. In this way, everyone has the feeling to belong.

**Role of community center: Westervolkshuis**

The community center gives the residents of Spangen the possibility to participate or organize activities for a small amount of money. This is possible, because there are only two payed employees (the coordinator and one of the bartenders) and all other people are volunteers that live in Spangen. There are being organized multiple activities, such as 'diners with Annie' and cooking with Moroccan women. There are less activities with mixed groups, but all types people visit the community center. She gives an example

of people that attend a football match in the Sparta stadion that also come here to make a chat before the game starts. People like the concept of a community center what will be managed by volunteers. It feels welcoming, cosy and it easy to have a chat with someone. The main function of the community center is to give people a place to not feel alone and make the threshold as low as possible to give everyone to chance to experience this main function.

**Relations of community center**

The community center is often involved with other authorities related to the neighborhood. The community center makes the connection between the authorities and the residents. This is also why the coordinator have close contact with the municipality. The municipality also uses rooms in the Westervolkshuis to meet and to have office hours for residents.

*"We hebben hele korte lijnen met de gemeente. Op die manier kunnen signalen vanuit de wijk makkelijk doorgegeven worden."*

Member of district committee  
Delfshaven (16)

**Job description: district committee**

Beside the fact that interviewee 6 is the initiator of the Kasteeltuin, she is also a member of the district committee of Delfshaven. The district committee consists of initiators of citizen's initiatives and political parties. The goal of the

district committee is to be the eyes and ears of the district and to boost citizen's initiative with a subsidized pot. Citizens could apply request and the district committee decides in collaboration with the clusters in the municipality to accept an initiative. Beside the citizen' initiatives, the district committee advices the different clusters in the municipality about specific topics, because they are closer involved in the neighborhoods. Each month there is an assembly of the district committee inside the neighborhood which is also accessible for citizens. The district committee tries to be mediators between the citizens and the municipality. She explains that most people address the district committee by themselves, but they also try to be in the neighborhoods to make contact accessible for citizens. They also try to lower the threshold of applying a request for a citizen's initiative. This is not always feasible depending where people apply for. It is not always accessible for all people;

*"Het zijn usual suspects. Je moet gewoon even weten hoe het moet. Er zijn veel mensen die dit beroepsmatig al doen."*

It is not always easy for the district committee to make a decision or give an advice, because they consist of a varied group of people. This is also sometime that is grown in the previous years.

### Former district manager of Spangen (18)

#### **Job description: district manager**

The district manager of a neighborhood is the link between the clusters in the municipality, district committee and the people in the neighborhood. Interviewee 8 has worked for seven years in Spangen as district manager and stopped this year 2018 with working in Spangen. Her role as district manager differs in substantive conditions compared with the district networker. She is the link between people in the neighborhood and the experts in the municipality:

*"Ik weet van alles een beetje af en anders schakel ik naar de experts in de gemeente."*

She is often in de community center, has contact with the field policeman and also the experts within the municipality. Sometimes, it is difficult to find the right person within the municipality due to the reorganizations that take often place.

### urban planner Delfshaven (19)

#### **Job description: urban planner**

There are three clusters in the municipality; district organization, urban management and urban development (see figure C1.1). The urban planners belong to the last cluster 'urban development'. This cluster has often overlap with urban management. Each urban planner has its own district and will be managed by a coordinator. Interviewee 9 is urban planner of district Delfshaven. As urban planner, you have often contact



Figure C.1: Clusters municipality Rotterdam

with the citizens if they come with a request for an initiative to the municipality or when other authorities (companies or housing corporations) have ideas that have an effect on the citizens. She describes that the municipality tries to be the participating party instead of the controlling party by together thinking about solutions. This is also the reason why the district committee is originated that consists of initiators within the neighborhood and political parties.

### Member of district committee Delfshaven (11)

#### **Job description: district committee**

Beside her managing role of the living room (Dutch: 'Huiskamer van Spangen'), this interviewee (11) is also a member of the district committee Delfshaven together with interviewee 6. A couple of years ago,

interviewee 11 lost her job as care planner. She got a proposal of 'Woonstad' (housing corporation) to give feedback on their vision. From this moment, she rolled from this role into a member of the district committee. She likes the network and being the voice of the neighborhood. She regrets that she has no time to work every idea out, because her role is to stimulate and connect people. Her enthusiasm in new ideas and new innovations is also seen in during her interview, when I tested some interventions with her (appendix F.3).

### Conclusions

The insights in this appendix are used to understand the relation between the authorities and Spangen and to understand different roles in the municipality. The insights in this chapter are used for the entire report.

# Residents of Spangen

## Appendix C.2

**To understand who the people are in Spangen, it is important to understand what their relations are with the neighborhood. The interviews were asked to describe their citizen's initiative and/or social relations with people in the neighborhood, tasks or activities related to these citizen's initiatives or social relations and interested parties involved with the citizen's initiative.**

### Male resident of Spangen (14)

This interviewee (14) is a male resident of Spangen that has an apartment at the Spangeseenade in a new housing complex. He lives together with his girlfriend for one year in Spangen. He works as a civil servant at the municipality of Rotterdam.

#### **Social practices in Spangen**

The hallway to his apartment is connected to three other apartments. He only has contact with these neighbors in the form of a chat at this hallway or in the elevator. They also have contact when there is a VVE assembly, when plans about the complex will be discussed. There are no activities being organized in this complex, but this is no need of him.

*"Ik heb niet echt contact verder in de wijk, daar heb ik geen behoefte aan en geen tijd voor."*

The contact the interviewee with his close neighbors is important for him in ways of support. The contact needs to be sufficient to ask these favors, but it is not needed that he has similarities with these people (which are different types of people according to him).

*"Wanneer er iets is, wil ik me niet bezwaard voelen om een vraag te stellen."*

#### **Motivations for new social relations**

The male resident was also asked if he had other contacts in the neighborhood. He explained that he does not interact with other people in the neighborhood except his close neighbors. He also did not notice people on the street, but in his previous neighborhood he also did not recognize people (which was a homogeneous neighborhood). He does not interact with other cultures. It is difficult to think about what makes him motivated to make new contacts within this neighborhood. He has little time and is not often at home. According to him, it is not needed that everyone is getting in contact with each other, it is needed to live together and respect what people are doing.

*"Je hoeft geen dingen met elkaar te doen om prettig samen te wonen."*

### Female resident of Spangen (15)

Interviewee 5 lives for two years in Spangen together with her girlfriend at the Spangeseenade in a new housing complex. She works as urban planner at the municipality of Rotterdam.

#### **Social practices in Spangen**

She has contact with her close neighbors by having a short chat in the hallway or

elevator. She also has these neighbors on Whatsapp. Beside the contact with these neighbors, she does not have any contacts in the neighborhood, because of her personal network. The assemblies of the VVE are the only activities that she is involved in. Only 20% of the residents attend these meetings. Therefore, it takes multiple assemblies before something could be decided.

*"Ik heb zelf een breed sociaal netwerk buiten de buurt." "Ik ga wel om met m'n naaste burens en ik ken ook wat initiatieven, maar ik heb daar nog niet echt tijd voor gevonden, misschien in het nieuwe jaar."*

The current social connection she has with her close neighbors is enough for her. It is important in these relations that she feels safe. The people in the complex are a diverse group of people; families, singles, different ethnicities, rich and poor people. She likes the diversity in the complex, which is not a barrier to have contact with her close neighbors.

### **Motivations for new social relations**

In 2018, she likes to organize drinks for their neighbors (Dutch: 'buurtborrel') and maybe she wants to join Natuurlijk Spangen, a green citizen initiative. The reason why she wants to join this initiative is because she likes green and not because she wants more contacts in the neighborhood. Because of time she did not do this earlier could be involved.

### **Initiator of Kasteeltuin (16)**

Interviewee 6 is the only initiator in Spangen that does not live in Spangen. The child care institution 'Kasteeltuin' that she founded in 2014 was formerly settled in 'Nieuwe Westen', a neighborhood next to Spangen.

The owner of the child care institution changed and that is why parents decided together to constitute an independent child care institution.

### **Citizen's initiative: Kasteeltuin**

Although the institution moved, 85% of the children stayed at the Kasteeltuin and also a large part of the caretakers stayed. It was difficult in the beginning to also involve the residents of Spangen. Child care is expensive and is not accessible for a large part of this neighborhood.

*"Een kinderdagverblijf is best wel duur. De groep die hun kinderen brengt naar zo'n kinderdag-verblijf is niet heel groot en die moet je wel weten aan te trekken."*

*"Het is wel een gemixte groep, maar een grotere groep is hoger opgeleid. Die hebben een steady vaste baan en zekerheid."*

### *Activities of Kasteeltuin*

Other activities next to child care are:

- Day of the garden is one of the activities that works very well to involve parents in the Kasteeltuin.
- Organizing parties
- Working groups focused on interior, public space and food policy (see [dekasteeltuin.nl](http://dekasteeltuin.nl))

### *Motivate new citizens*

Although a large group of children moved with the relocation of the Kasteeltuin, it was needed to also bring some publicity to the neighborhood. Therefore, primary school classes could be gardening inside the Kasteeltuin. A couple of years ago, they also performed a project with refugees or people in need that could use the Kasteeltuin to take care of their children for free. Nowadays, the initiator of the Kasteeltuin is not the the

coordinator anymore of the Kasteeltuin. At the beginning, she was scared if new people will take over the Kasteeltuin, but these new people also have strong feeling of ownership for the Kasteeltuin. She is very happy with that.

*"Gelukkig hebben we aan nieuwe ouders dat commitment kunnen overdragen. Het is ook heel lonend om te doen."*

### Initiator of Natuurlijk Spangen (17)

This interviewee (17) is 7 years ago moved to Spangen. She was searching for a ground floor house in a nice neighborhood. She got involved in the project of her current house. She liked that the building block was renovated and an entire new group of people was going to live there. This is why she directly created a relation with her neighbors, while this took years in her previous neighborhood.

### **Citizen's initiative: Natuurlijk Spangen**

In 2011, Natuurlijk Spangen was founded as a result of an idea she suggested to the housing corporation. This housing corporation was searching for people in the neighborhood that wanted to be involved. She had the idea to keep sheeps on the dike. The idea was realized in col-laboration with different people in the neighborhood, the municipality, disctrict committee and housing corporation. This was the reason she started together with other neighbors Natu-urlijk Spangen.

The aim of Natuurlijk Spangen is to make the neighborhood greener. This will encourage people to behave better and to make the environment more lively.

*"Door het uiterlijk ook een stukje mooier te maken, zorg je er ook voor dat mensen zich zo gedragen."*

They work on project base to make the public spaces in Spangen more green. Next to the week-ly gardening activities at the Spaanse Bocht, the activities differ per season. In this way, they try to attract new people, but also make people more aware of green. Natuurlijk Spangen is man-age by four people; the park board as it called in different literature studies (Dutch: 'de harde kern') who initiate all the ideas. These people lives for less than 7 years in the neighborhood, while the group of volunteers is more diverse. This group gardens each Wednesday morning (4-10 people) at the 'greenhouse' located at the Spaanse Bocht.

### *Motivations to volunteer*

Doing something together and meeting each other motivates these people to keep coming to this weekly activity, but only when one of the park board members takes the initiative.

*"Maar ze komen wel alleen als de deur wordt open gedaan en zij komt met koffie. Als zij niet zou komen, dan zouden ze zelf het initiatief niet nemen."*

### Examples of projects

Planters with tomatoes and herbs that people in the neighborhood could take care of. This does not work at all, because the soil was not suitable and people did not keep taking care of the plants.

Gardening on different spots in the neighborhood and giving people a compliment when their garden (Dutch: 'geveltuin') was well organized (by leave a card).



*Motivation to initiate Natuurlijk Spangen*  
She always wanted to do something for the neighborhood and she had an affinity for green. Besides, it is also a good manner to make new contacts in the neighborhood, what is important for her.

### **Relations of Natuurlijk Spangen**

Natuurlijk Spangen is involved with different authorities; municipality, RIVM and housing corporations. These authorities are mainly used to get money for their projects or to ask for permission for a certain initiative. They also have sometimes contact with other citizen's initiatives.

#### *Municipality*

Contact with the municipality is sometimes difficult according to the initiator of Natuurlijk Spangen. Mainly longterm projects are difficult, which are also time-consuming for the park board due to the administration that should be presented. She regrets that this will take so much effort and that the municipality did not support these projects. She thinks that these projects make an initiative sustainable.

#### *Contact RIVM*

RIVM is the institution of health and environment. According to interviewee 7, it is easier to get money from this authority compared with the municipality. She hopes that the municipality sees that these green initiatives are important and that is needed to make it more accessible to also accept longterm projects.

#### *Housing corporations*

There was a scandal between 'Woonstad', a housing corporation. That is why they are less involved in neighborhoods. If you want to do something in or around their buildings

it is possible to ask for money, but they doesn't start projects by themselves.

#### *Other citizen initiatives*

Natuurlijk Spangen has sometimes projects with other initiatives, but this is similar as their projects not consistent. She explained some projects with 'Geloven in Spangen', 'Huiskamer van Spangen' and different primary schools inside and outside Spangen. She want to do more with other initiatives and the people in Spangen. They organized an event for the entire neighborhood a couple of years ago and this worked out very well. She doesn't know why they don't do that anymore. A reason she gives that it costs time.

*"Ik weet ook niet zo goed waarom we niet zo vaak activiteiten met andere initiatieven doen. Ik heb er zelf gewoon weinig tijd voor en we doen het natuurlijk allemaal vrijwillig."*

#### *Founder of 'Geloven in Spangen' (110)*

The pastor and initiator of 'Geloven in Spangen' moved 7 years ago to Spangen. Before, he lived in Spangen and moved to Spangen to constitute a religious community. Beside 'Geloven in Spangen', he also was involved by the group 'Welcome in Spangen', which currently doesn't exist anymore. Nowadays, he is also busy with founding Campus Spangen.

#### **Citizen's initiative: Geloven in Spangen**

Since there is one physical church in Delfshaven and the church on the edge of Spangen was demolished, it was needed that a new religious community was constituted. The founder of the community started with activities to talk with people and to discover their needs instead of holding each

Sunday services. This is also why Geloven in Spangen consists of three clusters:

- Faith
- Support
- Meet

Each cluster has its own activities and is managed by the board of the church (Dutch: 'kerkraad'). For each activity, different people are responsible and they search for new volunteers. In total, there 150 volunteers from which 50 are religious (within 12 different nationalities) and 100 are not.

Motivations to volunteer

Because the activities are very diverse, the motivations to participate in one of the activities differ; people participate because of faith, use of skills or mutual exchange. The collaboration between people makes the activities within this initiative very strong.

### **Relations of 'Geloven in Spangen'**

The vision that used to constitute this church differs from most traditional churches, because 'Geloven in Spangen' tries to respond to the demand of people instead of offering things they don't want. They first gather what is needed, before they take action. This also means that receiving is associated with giving. Everyone can use his or her talents and support other people with these talents. He sees this as his task to connect people and groups with each other. There are enough people in this neighborhood with a low amount of money. Therefore, volunteering isn't a leisure activity for these people. They need something in return.

*"Er zijn genoeg mensen in deze wijk die weinig geld hebben en daardoor iets vrijwilligs gaan doen in hun vrije tijd. Ze moeten er iets voor terug krijgen."*

An example of such a situation where he tries to connect people and groups of people is used to design the creative session in appendix D.2.

### **Citizen's initiative: Welkom in Spangen**

Welcome in Spangen is founded, when the purchase and rental of the houses in the renovated 'Justus van Effenblok' started. It was difficult for 'Woonstad' to purchase and rent their houses, because of the bad image of Spangen. A group of people was asked to discuss show this reputation could be improved. After this project, 'Welcome in Spangen' is diluted.

### **Citizen's initiative: Campus Spangen**

Together with a couple of volunteers, the founder of 'Geloven in Spangen' is busy with developing a website with all citizen's initiatives in Spangen and Bospolder/Tussendijken. In this way, it is easier to find the right initiative for people to participate in. In his idea, he has also taken in-to account analphabetic and elderly people that have difficulty with online tools. They use the neighborhood teams to give these people personal support to fill in their concern form.

## Manager of 'Huiskamer van Spangen' (III)

Beside interviewee 11 is a member of the district committee, she is a real resident of Spangen (Dutch: 'een echte Spangenaar'). She is not born in Spangen, but she lived almost her entire childhood in Spangen and is never moved. A part of her family also lives in Spangen, which she has often contact with. She also is a member of the group of Cape Verdians in Rotterdam.

### **Citizen's initiative: Huiskamer van Spangen**

In 2006, she decided with her neighbor Pamela to join the 'Welkom in Spangen' project of Woonstad. She always wanted to do something in the neighborhood and this was a good start to give the neighborhood a good image. Although the renovation projects really helped in improving Spangen.. the neighborhood had an aftermath of the problems. 'Welkom in Spangen' was a project focused on improving this image by using the stories of people in the neighborhood. This project faded out in a couple of years and that is why in 2013 Ninny decided to start a 'huiskamer project'. During her years in 'Welkom in Spangen' it was concluded that the neighborhood needed a physical spot for connection between people. She had a large network of friends in other neighborhoods that had a living room. Unfortunately, the plan together with Pamela and another friend didn't work out due to a conflict between the three people. Therefore, Ninny organized everything by herself.

### *Motivations to volunteer*

The manager explained that it was difficult to activate people to be involved in the neighborhood, because people are scared they lose their survivors benefit (Dutch: 'uitkering'). People in this neighborhood have a lot of problems with money.

### **Relations of 'Huiskamer van Spangen'**

'Huiskamer van Spangen' will be used by different groups of people. People can hire the space for private use (parties, baby showers, etc.), but also groups make use of the room (Turkish women, dream team, kids festival group). A lot of people came to her, when they also need a space for a short period of time. Ninny plans all activities and events and takes also the neighbors into account with the noise that came from the activities. The price is small or subsidized by the municipality. This makes it possible for everyone in the neighborhood to use the space. She doesn't want to make profit with this place, but to tie in the needs of the people in Spangen. Due to high demand for space (people have small houses), it is not needed to promote with her living room. Besides that, Ninny has a large network of people that she can contact.

### *Conclusions*

The insights in this appendix are used to make the frameworks in appendix C.4 to investigate the social practices in Spangen (chapter 2.2) and to investigate the social relations in Spangen (chapter 2.3).

# Identity of Spangen

## Appendix C.3

**The identity of a neighborhood describes who the people are in that neighborhood and how they interact. The interviewees were asked to describe the neighborhood and what their pride was of Spangen. This chapter includes all 'raw' data that is collected during the interviews about the identity of Spangen. A description of who the people are and what their role was in the neighborhood can be found in the previous 2 appendices (C.1 & C.2).**

### Wijkagent (li)

Description of Spangen

Spangen is a neighborhood with 87 nationalities (strongly dominating people: Turkish, Mo-roccan, Cape-Verdian, Antillian). Sometimes entire Turkish or Moroccan families live in one street. This is also why there are groups that have to deal with a huge language barrier. Although previous years is invested in building houses for purchase, there is still a lot of subsidized rent in this neighborhood. This has also to do with the history of Spangen. Spangen has a bad imago due to drugs, prostitution and social problems in this neighborhood as a consequence of the opening of the Keileweg:

*"Vroeger was Spangen het afvalputje van Rotterdam als gevolg van het openen van de Kei-leweg."*

In these times, a group of residents in Spangen has tackled these problems by themselves by feeding the drug addicts and kicking people out of the neighborhood. Nowadays, it is the best neighborhood of Delfshaven, because of the money that is invested in this neighborhood (youth workers, social workers etc..) by the Hotspot approach of the municipality. According to the field policeman, the history of this

neighborhood is seen in the dynamics of this neighborhood. Currently, Spangen feels as a village in the city for him. It has their own football club; Sparta. The attitude of people is active. People keep taking initiative in different fields:

*"Elke groep heeft wel iets dat die gaat regelen."*

Spangen is a neighborhood with a rich involvement and multiple social contacts. According to the field policeman, this is more than average. And although everyone has its own group, he sees a unity between the people. What exactly this unity is difficult for him to describe, but he explains that it also has to do with the fact that people live really close to each other. This ensures people need to take each other into account, but also results often in conflicts. Although these conflicts, he explained the unique concept on the Bellamyplein. There lives a combination of old and new citizens and low and high educated people. A square, built 10 years ago, with a lot of dynamics. Sometimes there are problems, but it is unique how the people are interacting with each other. He doesn't think this is a good solution in entire Spangen.

## District networker (12)

### Description of Spangen

Nowadays, Spangen is reasonable and average neighborhood in Rotterdam. According to the district networker it is a neighborhood with a diverse group of people with different cultures and incomes. It is a recognizable and sociable neighborhood. Last years, it goes very well with Spangen due to the Hotspot approach of the municipality. Due to the history of Spangen, Spangen feels as a village in the city and that is also why Spangen has a strong identity according to the district networker. There live a lot of people in Spangen that are born in this neighborhood. He describes that this makes people feel more connected to the neighborhood.

*“Je voelt je verbonden met de plek waar je geboren bent.”*

### Important public spaces in Spangen

- Westervolkshuis (community center)
- Sparta stadion
- Pampusplein – de openhaard (former community center)
- Marconiplein
- PC Hooftplein

## Coordinator community center (13)

### Description of Spangen

According to the coordinator of Westervolkshuis, Spangen is a slight reflection of the Netherlands, ‘a working class quarter’ (Dutch: ‘volksbuurt’). Almost all different cultures live in Spangen. From the very beginning, immigrants are settled in Spangen. In these years, there was a

workers flow to Spangen, because it was an inexpensive neighborhood. These people live here now for almost 50 years. The borderline between people is barely to find;

*“Als je kijkt naar de oude Nederlandse bewoners en er is een verjaardagsfeestje, dan is er geen enkel blank kind. Het is echt een mix van culturen.”*

Although the cultures mingle in Spangen, everyone keeps his own identity and rituals. This makes Spangen an extraordinary neighborhood. She thinks that most people can get on well with each other. She explains that as follows;

*“Je weet dat de ander bestaat. Je kan natuurlijk iemand niet leuk vinden, maar niet omdat hij/zij een buitenlander is, maar omdat hij/zij zelf niet leuk is.”*

Spangen is a village in the city. This is also because Spangen is a demarcated part of Rotterdam due to the history. The residents have been fighting for the criminality and drugs nuisance in the neighborhood. Nowadays, the residents tell her a lot of stories about this history. Although these problems are solved, the imago of Spangen stays negative.

She describes the attitude of the residents of Spangen as;

*“Doe maar lekker gewoon, dan doe je gek genoeg. Er moet niet te veel poespas bijkomen. En vooral je zelf niet al te serieus nemen.”*

This is also a consequence of the described problems that the neighborhood had to deal with. This doesn't prevent the people in Spangen to complain together;

*"Ze kunnen lekker zeuren met elkaar. Gezamenlijk over iets of iemand klagen, maar niet op een discriminerende manier of dat iemand minder is."*

These two aspects are also experienced during the contextual observations (appendix B).

### **Important public spaces in Spangen**

- Spartastadion
- Bellamyplein (in development; interesting places because of the different social structures around this place)
- New buildings
- Spartapark

### *Male resident of Spangen (4)*

The reason why he decided to live in Spangen was due to the increasing house prices. The price/quality of this apartment was good, and the neighborhood seems nice. New build also re-sults in little maintenance.

### **Description of Spangen**

Spangen is a very diverse neighborhood. He thinks that the neighborhood is predominantly Turkish. There live less prosperous people in this neighborhood, but there is less antisocial behavior at the streets. He feels that the people in this neighborhood are not similar like him, but the people behave decent. He is not active

in the neighborhood and this is why he base these results on his interaction with the people in the apartment building where he lives. The people are decent, and he experience this environment as pleasant. He explains me a story about the problems with loitering, but he did not have experience this;

*"Ik heb nog niks vervelends meegemaakt. De wijk is echt aan het veranderen. Er worden grotere huizen gebouwd en het begint meer een populairdere, betere wijk te worden."*

### **Pride of Spangen**

- Spartastadion
- Recognizable neighborhood
- Old rotterdam 'volksbuurt' (better than Hilligersberg for him)
- Heterogeneous neighborhood makes him proud

### **Public spaces in Spangen**

- Football fields (he does not use them)
- Community center (although he never visited the center, he thinks it is an important public space in the neighborhood)
- Running along the Schie
- Shops outside Spangen, because there are not so much shops in Spangen
- Dentist & doctor in Spangen (nearby)
- Cycling to his work through the neighborhood

### **Attachment to Spangen**

He feels home in Spangen, but it is difficult for him to explain why he feels home. He knows the streets very well and he feels comfortable.

### Female resident of Spangen (15)

She decided to live in Spangen due to architectural background of the apartment. She knew a lot of the history of Spangen, because she worked at Marconiplein. Despite this history, she knew that the imago of Spangen has changed and that Spangen is currently a 'calm' neighborhood.

#### **Description of Spangen**

She describes Spangen as a quiet neighborhood in the city. She is satisfied with the neighborhood and likes the diversity in this neighborhood. She explains that she does not have any attachment with entire homogenous neighborhoods.

#### **Public spaces in Spangen**

Running in the neighborhood (along Spaanse Bocht, attractive green patch)  
Does not use the shops, because she orders often 'thuisbezorgd'. There are not so much shops in Spangen

#### **Attachment to Spangen**

The diversity of the neighborhood makes it possible that she has the feeling that she easily fits in the neighborhood.

*"Ik vind het wel leuk om in zo'n diverse buurt te wonen. Dat zorgt er ook voor dat je makkelijk past in zo'n buurt. Ik heb niks met zo'n helemaal blanke buurt."*

### Member of district committee Delfshaven (16)

#### **Description of Spangen**

She describes Spangen as an area where a lot of things happens. It is a lively place without one identity. It is a real neighborhood in the city with multiple initiatives from a living room (Dutch: 'huiskamer') to green initiatives. There live a lot of poor people, but due to the renovation there also live a group middle class.

### Initiator of Natuurlijk Spangen (17)

Although the interview with the initiator of Natuurlijk Spangen was not focused on the identity of Spangen, she explained why she had chosen for the neighborhood. This interviewee (17) is 7 years ago moved to Spangen. She was searching for a ground floor house in a nice neighborhood. She got involved in the project of her current house. She liked that the building block was renovated and an entire new group of people was going to live there. This is why she directly created a relation with her neighbors, while this took years in her previous neighborhood.



District manager + urban planner  
municipality (18 + 19)

### **Description of Spangen**

The district manager of Spangen describes Spangen as a neighborhood where people had to fight for improvements. It is also a pride neighborhood as a consequence of the Sparta stadion. It has a rich history and that has caused multiple problems in this neighborhood. Despite these problems people feel connected to the neighborhood. It is a neighborhood with power that could also be seen in the multiple initiatives in this neighborhood.

*"Het is een wijk waar gevochten is. Die geschiedenis heeft ervoor gezorgd dat er nog steeds veel problemen zijn in de wijk."*  
(18)

Initiator of Geloven in Spangen (110)

### **Description of Spangen**

Spangen is geographical present, both negative (image) as positive (Sparta). Although this negativity, you can identify pride in Spangen according to the initiator (110). People are proud to be a resident of Spangen and that is why they don't want to move... yes to another street in Spangen. Spangen is a village. Generations have lived here and want to stay in Spangen.

Manager of Huiskamer van  
Spangen (111)

### **Description of Spangen**

The manager of Huiskamer van Spangen was not explicitly asked to describe the neighborhood, but in her story about the huiskamer she explains also the identity of Spangen. She explains that people in this neighborhood have small houses and that is also why there was a large demand for a huiskamer. In this way, it is also possible for these people to organize parties for a low amount of money. This is also attractive for people that have problems with money, which is a common problem in Spangen.

### **Conclusions**

The insights in this appendix are used to investigate the identity of Spangen (chapter 2.1).

# Social practices

## Appendix C.4

A social practice is a recurring and predictable activity that connects people with places. The aim of researching the social practice of the people in Spangen is to discover the attachment people have with certain places and people within the neighborhood. This appendix uses the insights of appendix C.2 to create frameworks for each social practice. These frameworks are analyzed and the conclusions are drawn in chapter 2.2.

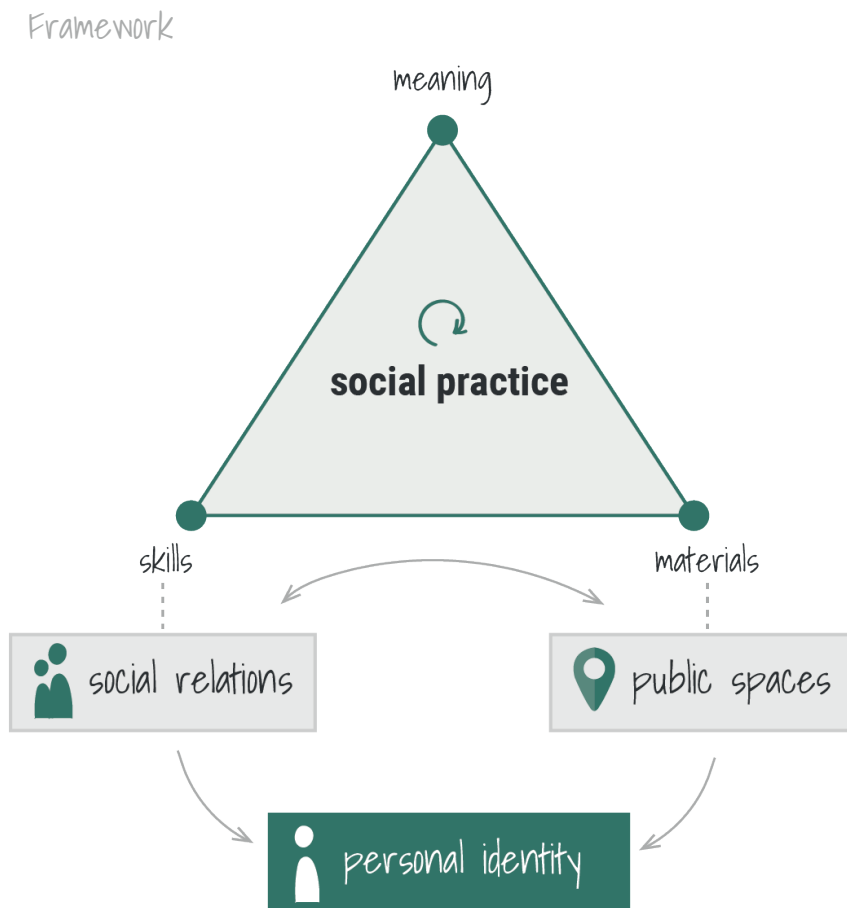


Figure C.1: Framework to research social practices

Figure C.4: Social practice: organizing child ca

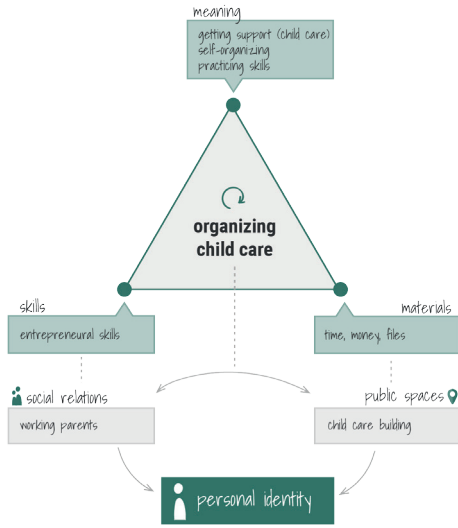


Figure C.3: Social practice: running

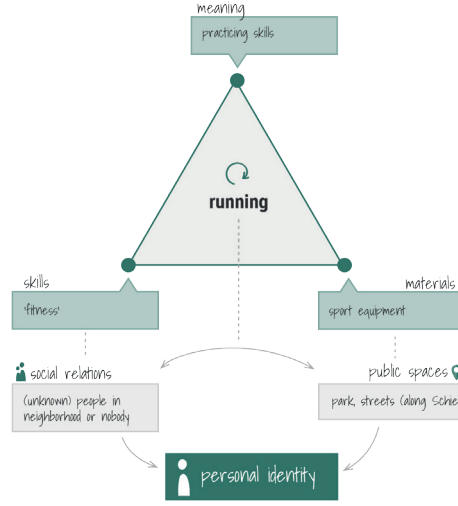


Figure C.2: Social practice: chatting

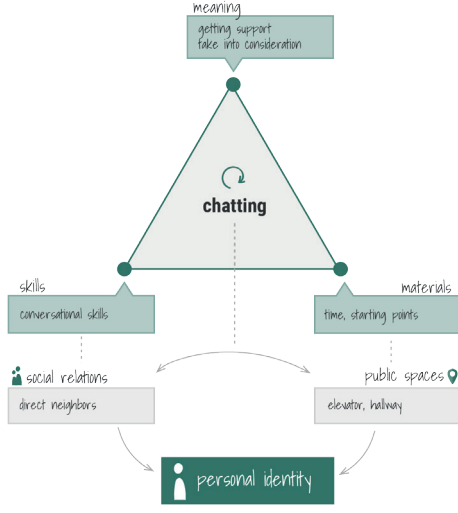


Figure C.6: Social practice: managing living room

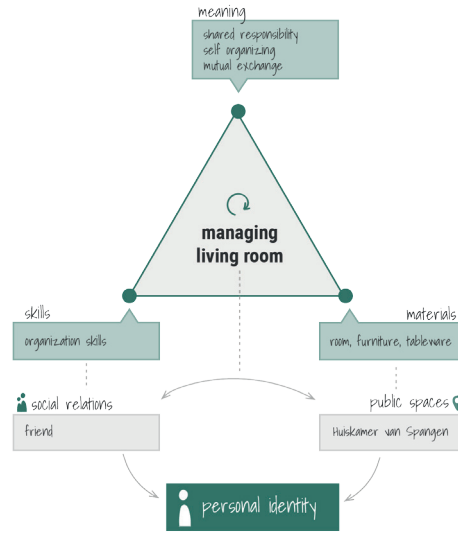


Figure C.5: Social practice: organizing green projects

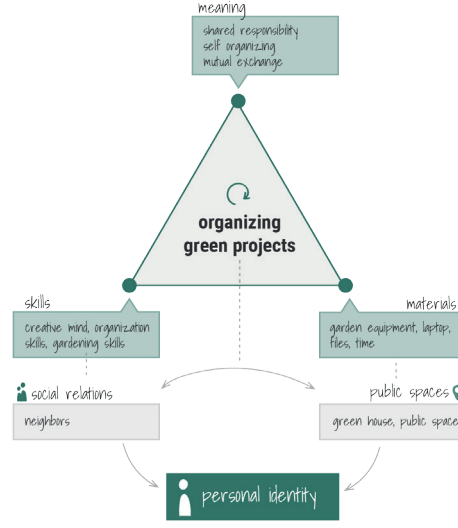


Figure C.7: Social practice: having dinner

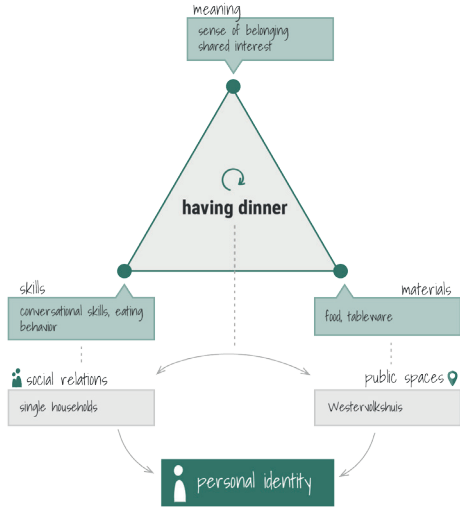


Figure C.8: Social practice: Moroccan cooking

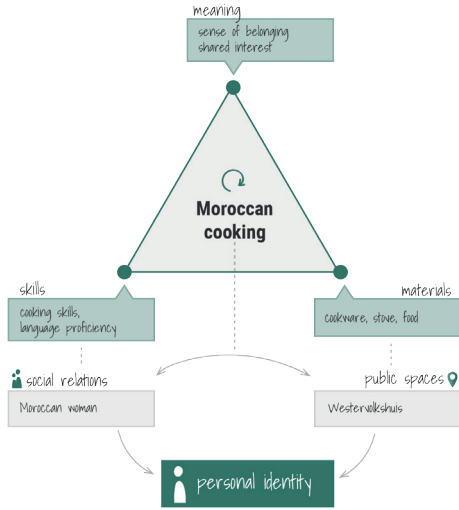


Figure C.9: Social practice: sewing

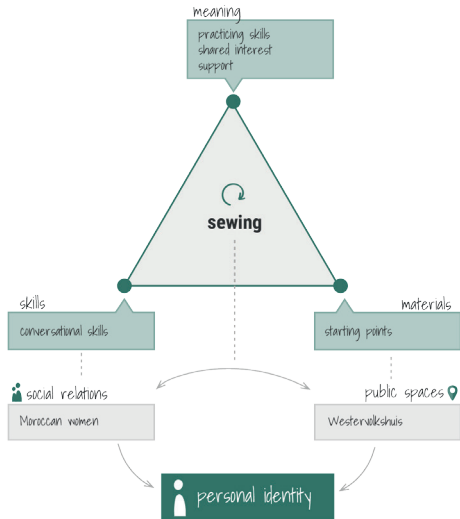


Figure C.10: Social practice: gardening

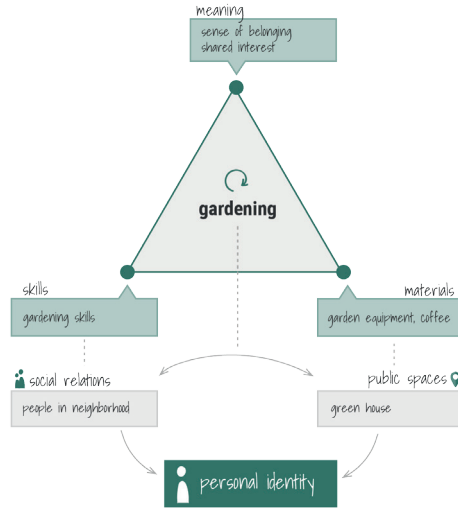
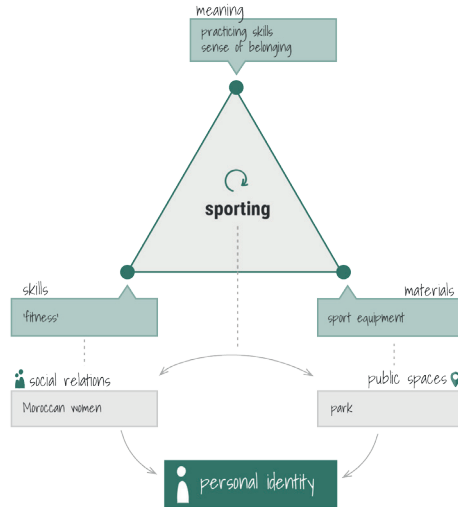


Figure C.11: Social practice: sporting



## Conclusions

The insights in this appendix are used to investigate the social practices in Spangen (chapter 2.2).

# Effects of gentrification

## Appendix C.5

**The origin of the research goal of this master thesis was based on the 'gentrification' approach used by municipalities to deal with deprived areas in cities. Both physical elements as the social structure of the neighborhood has changed as consequence of renovation and new build. Therefore, the authorities were asked about the effects of the renovation and new build.**

### Field policeman (1)

#### Problems in Spangen

Formerly, people tripped over the drug addicts and dealers in the doorways. Citizens won't have to deal with it anymore. This doesn't mean that the trade left Spangen, but it won't be identified on the street. It is the place near the harbor that ensures that Spangen keeps this position. The field policeman describes that although the exterior of the neighborhood seems better, the people that stayed have the same problems.

*"De buitenkant is mooier maar de mensen hebben nog steeds geen geld."*

*"Als je kijkt naar de mensen die worden aangehouden, komen er nog relatief veel uit Spangen."*

There is a lot of poverty and a high unemployment among youth. These young people get caught up in a vicious cycle. Therefore, multiple youth workers were sent to this area to deal with this problem.

#### Effects of gentrification

According to the field policeman, the look and feel of the neighborhood is prettier and cleaner. He explains that when a place is impoverished, people will make more a mess of the place. The housing supply is

also more evenly distributed throughout the neighborhood (subsidized rent and purchase) and there is one central driver 'Woonstad' instead of slumlords.

*"Het Justus van Effencomplex was één en al junk en prostitutie. Vroeger was het van een havenbedrijf een stukje binnen de wijk, maar dat is helemaal ontspoord."*

He sees the difference between the new residents and the current residents. These residents are practically all native people and has a higher income than the average income of this neighborhood. There are multiple problems in Spangen, but this is not the result of these new residents. It is the combination of problems and the construction of houses;

*"In sociale woningbouw complex is het veel meer op elkaar wonen en wanneer je dan al chagrijnig bent omdat je weinig geld hebt, dan heb je ook veel sneller last van elkaar. Soms wonen er hele gezinnen in de kleine kamertjes."*

## District networker (12)

### Effects of gentrification

According to the district networker a real boost of the municipality was needed to improve Spangen.

*"De echte impuls om zo'n buurt als Spangen te verbeteren komt vanuit de gemeente en woningcorporaties. Die hebben ervoor gezorgd dat er nieuwbouw werd gepleegd, waardoor er een nieuwe bevolkingssamenstelling is ontstaan."*

The housing supply in Spangen was one-dimensional and people had no possibility to grow. These people left the neighborhood and new underprivileged people moved to the neighborhood. Therefore, it was needed to turn this perspective and to make Spangen also attractive for a more prosperous target group and this also means a changing identity.

The district networker has identified tension between the new and current residents. Both want to have ownership over the neighborhood.

*"De nieuwkomers willen meer te zeggen hebben dan de mensen die daar al langer wonen."*

The municipality tries to start a conversation between the two groups and he thinks that citizen's initiatives will support in these encounters. This remains difficult;

*"De nieuwkomers laten hun kinderen niet naar school gaan in de wijk."*

He sees improvements, but this neighborhood needs support. This is not something that will be solved by the citizens themselves. The government needs to put effort in these neighborhoods.

*"Het komt niet vanzelf goed. Er moeten in programma's aandacht besteed worden. Je moet er echt wat aan doen als overheid."*

### Problems in Spangen

The people in Spangen are growing apart due to the polarization of the last two years. He gives the following examples:

- Pro or con Black pets (Dutch: 'zwarte pieten')
- Muslims or no muslims
- Pro/opponents of Edoran

Nowadays, a dialogue is more difficult between these groups. The district networker explains that they are trying to solve this problem by different interventions. He gives an example of a drama from Formaat that makes the opponents visible and supports the dialogue. This type of interventions works, but they are on project-base. This means when the money runs out the project stops, while the problem is not solved.

### Example

The district networker gave an example of a situation where different types of people have to deal with each other. Sometimes this goes very well, but it often results in conflicts due to the fact that everyone wants to claim a part of the square.

*"Op het Bellamyplein komt alle promotiek bij elkaar. Er leven verschillende bevolkingsgroepen (cultuur en inkomen) en die claimen allemaal een stukje van het plein."*

### Coordinator of community center (13) **Effects of gentrification**

The coordinator sees the renovation and new build as natural development of the city. It helps the neighborhood to step out of their old pattern. These new people have a new perspective and could serve as a bridge. She does not have strong opinion about the effects of this transformation, because she wants to take a neutral position in between the different groups. Later in the conversations, she describes the perspective and attitude of the current citizens and how they deal with the new residents. The essence of her story is that these people are attached to their neighborhood and are scared that the new residents will take over:

*"Oude bewoners denken van waar bemoeien jullie mee, maar langzaam maar zeker in gaan zien het heeft wel effect."*

*"Je bent altijd een indringer als je nieuw bent."*

*"Ze laten je binnen, na een paar jaar ben je een beetje één van hun."*

It is difficult for the current residents to see that these new people are not intruders, but they try to make the neighborhood better.

*"Ze is goed aanspreekbaar, maar dat denken de andere niet"*

According to her, this will be solved in the following years, when they learn to mingle and they see the positive effects of it.

#### *Example*

The coordinator also describes similar tensions as the district networker at the Bellamyplein. She knows that the problems exists, but she tries to be neutral. This is important to remain the doors open for everyone that wants to participate in the community center.

### Female resident of Spangen (5) **Effects of gentrification**

Since interviewee 5 is also an urban planner of the municipality, she was asked about her opinion about the effects of gentrification in Spangen. She understands that it is difficult for the current residents to deal with the transformations, because they live their entire (or a part of their) life in this neighborhood. New residents choose to live here and does not get rid of anything. But the effects of gentrification has also a positive side. A deprived area also needs these transformations to improve and it also causes employment (example: cleaners)



## Member of district committee (16)

### Effects of gentrification

According to interviewee 6, it is difficult to deal with this situation. Spangen was a one-dimensional neighborhood. On the one hand residents have to leave the neighborhood, but it also has positive effects on the neighborhood, mainly on Spangen. Although these positive effects, the shared areas are difficult to mingle the people.

“Er gebeuren wel allemaal dingen op plekken waar je elkaar zou kunnen tegenkomen.”

### Example

At the Bellamyplein there is a mix of current and new residents. There often tensions at the square. She gives an example of the riot during New Year's Eve. According to her, other tension points are ownership of different shared areas in the neighborhood. “Men is bang dat er dingen van elkaar worden afgepakt.”

## District manager + urban planner (18 + 19)

### Effects of gentrification

The municipality started to improve the neighborhood after the improvement and the residents of Spangen came into revolt. Renovation and new buildings seems the most appropriate solution in combination with buying out the slumlords and to remove

the prostitution and drugs dealers in the neighborhood. The municipality tries also to pay attention to facilitate the social aspects that are accompanied by these transformations. This was a large part of the job of the district manager. She tries to connect people by linking initiatives. When the Staringsplein in Spangen is finished, Spangen isn't a Hotspot area anymore. This means that the municipality will not spend extra money in Spangen. This could have consequences for the neighborhood, but according to both interviewees (18, 19), the neighborhood will remain calm and green and that is needed that the focus will be shifted to other neighborhoods. The residents need to do it independently.

*“Het gebied ziet er goed uit, de sociale contacten kunnen alleen maar gefaciliteerd worden, maar dat is nu niet meer nodig. WMO radar blijft er als er incidentiele kwesties komen dan wordt er weer gekeken en natuurlijk de aspecten die op de agenda staan.”*

### Conclusions

The insights in this appendix are used to investigate the social relations in Spangen (chapter 2.3).



# Creative sessions

Appendix D

D

# Participate in Park Hackathon

## Appendix D.1

**The Park Hackathon take place at 8 & 9 December 2017 at the Rösener Manzstraat 57 and was focused on solving different design challenges generated by different initiators of the Green Connection. The aim of participating to this Park Hackathon was to experience a collaboration with the citizens and to discover their values and needs for certain ideas. The insights in this appendix respond to the insights during the design explorations. Therefore, this could be used to strengthen the design decision in chapter 4.1.**

### Approach

A co-creation session of one-and-a-half day with different 7 citizens of Delfshaven was participated together with another design student. The citizens were all initiators and connected to the Green Connection (collaboration between green initiatives). One of the challenges was prepared to determine goals. The aim of the session was to experience collaborating with citizens by participating (partly facilitating) and understand the motivations and values of the other participants by asking questions.

### Research goals

- Experience collaborating with citizens
- Understand how people collaborate with different perspectives
- Discover values/needs of participants for certain ideas/directions

### Results

The results of each phase during the co-creation session is documented together with the answers related to the research goals.

#### 1. Data gathering & problem finding

At the beginning, our group had difficulties with developing a challenge. There was disagreement over if we should solve one or multiple challenges (because of the overlap). Finally, we started with the following four challenges:

#### Challenges

- Hoe maak je het inzichtelijk om individuele ervaringen in kaart te brengen van park gebruik en wat is de toekomstige potentie? Hoe kun je omwonende bewust maken van de cultuurhistorische waarde rond de Groene Connectie?
- Hoe kun je de biodiversiteit van de Groene Connectie in kaart brengen?
- Hoe kan ik die braam eten? Hoe maak je mensen bewust van het effect van grond/water/lucht kwaliteit?



Figure D1.1: Data gathering & problem finding

During the discussion, the group decided to focus on the cultural historical and biodiverse value, because it has overlap and it also influenced each other (figure D1.1). We took the railway as a case study to make it more tangible what exactly the value is connected to a historical 'line' that lays under the green connection.

We gathered data about:

- Biodiversity and railway
- History of the railway
- Residual tracks of the railway

#### *Final challenge*

"How can we make unknown/new users curious with the cultural historical and biodiverse value of the Green Connection to join it?"

*Why is this cultural historical biodiverse value so important (according to the participants)?*

- There are stories of people about the origin and expertise of a certain location. No one knows these stories, why can't we inspire people with these stories.
- The participants are also initiators that needs to account their activities and ideas to the municipality. This cost a lot of time and she (and the other participants agree with that) doesn't like this job. Why can't we use the stories of people for accountability? This has much more value than an overview of all activities.

*Why does we need to create awareness for the Green Connection (according to the participants)?*

- More people can enjoy green in the neighborhood without knowing.
- There are people that use the Green Connection, but are not aware of the Green Connection. These people want to say something (mainly when something changes), but they are not aware.



Figure D1.2: Ideageneration

## 2. Ideageneration

The ideageneration started the next day. We started with extra data gathering, because we had a new group of people and it gave us also inspiration for what stories we exactly were designing. After the data collection, we started brainstorming about how we could make people curious? (figure D1.2) (We left the aspects of the exact value to think-out of the box. This was difficult for the participants.)

### Themes

The brainstorm session resulted into 6 different themes.

- Tours
- Games
- Physical ideas
- Surprise
- Hidden
- Others

At the end of the brainstorm, we needed to choose a direction. We discovered that we had 3 themes that have more concrete ideas and the other two were more aspects that could make people curious. Therefore,

we decided that each group member might choose 2 concrete ideas and one aspect. This helped us in making a choice which ideas we took to the next step.

Everyone agreed on the three we take to the next step:

- Move the wagon
- Storytelling
- Voyage of discovering

### Why taking these ideas was so important for the participants?

- They really liked all the ideas with 'drama', games etc.. and they think these ideas include all this other ideas (Problem with co-creation, they won't a focus, because they are scared something will be lost and also their opinion will not be heard. This really delayed the process)
- The stories inspired the people and makes them enthusiastic. Although they also explained that some people maybe want to keep their 'little secrets' for themselves. This could be a limitation for the realization of the idea.

### 3. Idea improvement

With the three ideas in the idea generation, we tried to design one idea. It was difficult to create one idea, but there was one participant that really pushed the group to develop one concept. At the end we designed one idea, but in future they wanted it customized for each location. This part we left behind for the presentation. The idea improvement phase ended with a movie of the final idea: Sporen van Delfshaven.

#### *Final concept: Sporen van Delfshaven*

The green connection is a part of the old harbor railway (Dutch: 'havenspoorlijn') (figure D1.3). The 'Sporen van Delfshaven' will collect stories at different locations along this old harbor railway. A (train) wagon stimulates people tell their stories for a certain period of time. The location of the wagon changes each time and leaves a small wagon behind that can be used to listen back the stories of people.

#### *Why are people dis/agreeing so often with each other?*

- Everyone come to this co-creation session with another goal. Therefore, we have 3-4 problem owners in a group that all have another point of view to the challenge.
- The challenge can connect them, but they all have another concern by this challenge. This makes it difficult to choose and to find a focus. By choosing a direction, a part of the challenge will be left away. This could be related back at the end of the session. This was difficult to believe for the participants.

### Conclusions

People are interested in the stories of people and think that other people will be inspired as well.

- There are people that use the Green Connection, but are not aware of the Green Connection. These people want to say something (mainly when something changes), but they do not know that this is possible.
- The motivation to participate in the Park Hackathon is for most citizens to make the municipality (that was also present during the presentations) aware of their initiative/idea/problems. This is why it was difficult to choose a direction/idea. They are scared that their opinion will not be heard.



Figure D1.3: 'Sporen van Delfshaven': final concept



# Creative session with design students

## Appendix D.2

**A creative session of one hour with five design students and one facilitator was conducted on 15th of January. The aim of this creative session was to get insight if one of the design directions was promising and to develop new ideas. The procedure of the creative session is in Dutch, because all participants that participate were Dutch Design students.**

### Procedure

#### Time schedule

Tijd	Wat	Tijd
12:30	1. Lunch/inloop/voorstelronde	00:15
12:45	2. Analogie: onwetendheid	00:10
12:55	3. Probleem-uitleg	00:10
13:05	4. Brainstorm (3-6-9)	00:20
13:25	5. Clusteren	00:10
13:35	6. Reflecteren	00:10
13:45	Einde sessie	00:10

#### 1. Voorstelronde

"Welke vraag stel jij weleens aan je burens? of zou je willen vragen..."

Ik ben 'naam', ik vraag aan mijn burens ....

#### 2. Analogie

*Methode: Brainstormen met Post-its*

*Vraag:*

"Wanneer ben je onwetend?"

"Wanneer weet je ergens niet vanaf, maar zou je dit wel graag willen weten?"

*Voorbeelden (als mensen vastlopen):*

- Cadeau geven
- Voor het eerst zwanger bent

#### 3. Problem-uitleg

Presentatie Linda

- HKJ initiatieven (actief) stimuleren om gebruik te maken van de talenten van onbekende initiatieven?
- HKJ het wederzijdse belang tussen initiatieven ontdekken?
- HKJ het wederzijdse belang voor een initiatief zichtbaar maken?

#### 4. Brainstorm (3-6-9)

*Methode: 3-6-9*

Voor deze methode worden 3 analogiën gekozen uit de eerste ronde door de facilitator (figure D2.1).

De groep wordt verdeeld in 3 duo's. Daarna vinden er drie rondes plaats van 5 minuten:

- Ronde 1: Normaal brainstormen op HKJ
- Ronde 2: Doordraaien naar volgende HKJ met analogie
- Ronde 3 Doordraaien naar volgende HKJ, analogie andere kant opdraaien

#### 5. Clusteren

*Methode: Spontaneous clustering*

Als er teveel ideeën zijn, kunnen we ervoor kiezen om alle 3 de HKJ's apart te clusteren in duo's

#### 6. Reflecteren

Groepsdiscussie om het af te ronden met de vraag, wat vinden mensen nou echt een



Figure D2.1: Brainstorm (3-6-9)

goed idee en waarom. Hoe denken ze dat dit probleem opgelost kan worden? Moet de vraag aangepast worden?

## Results

### 1. Introduction

Question to their direct neighbors:

- Mark: Food
- Anniek: Keys, food (egg, sugar etc.)
- Laurien: food (egg, sugar), research project
- Tomas: if they agree the party, wine
- Judith: take care of her house (plants, animals etc.)

Most people doesn't ask a question to their neighbors in their current home, but they better know their neighbors in their parents hometown.

### 2. Analogies 'ignorance'

- Bij onwetendheid is het belangrijk als je bevestiging krijgt, dan weet je wat (ook emoties, reacties van mensen, als je het goed bedoelt)

- De eerste keer als je iets doet, begin van iets
- Museum, de betekenis is van een schilderij
- Keuze maken (wat is het gevolg ervan?)
- Als kind ben je ook heel onwetend
- Het ervaren van een bepaalde situatie (goed/verkeerd uitpakken)
- Miscommunicatie
- Onwetendheid over jezelf (dominatie, oeps) – hoe kom je over?
- Als één van je zintuigen er niet is
- Wat er plaatsvindt achter gesloten deuren (verhaal Anniek, je hebt t pas door als je echt bij iemand thuis en binnenkomt)

### Conclusions

Ignorance is the start of something, something unknown, something you want to control. You don't know the consequences yet. You all have a different interpretation of a situation. You can on-ly know or understand something when you have experienced it.



Figure D2.2: Brainstorm clusters

### 3. Brainstorm clusters

#### *Experience (ervaren)*

By doing you, you get the experience you need to confirm if 'it' is something that you expected. A story or try outs could help you to get that confirmation. It also helps to change something you can take an element out to experience it is without that expect or do the activity backwards.

#### *Meet (ontmoeten)*

You need a physical meeting to know each other. There are several ideas to stimulate this meeting:

- Wijk's got talent
- Via via (networking)
- Speeddates

#### *Supply & demand (vraag & aanbod)*

It is important to give people insight in the

supply and demand. Therefore, you can use the following ideas to do that

- Ask the right questions (why?why?)
- Categorizing (for inspiration)
- triviant
- Board in the neighborhood

#### *Inform (informeren)*

- Talent overview (What are possibilities? give people inspiration)
- Share insights (repeat)
- Initiative of the month
- Information point (low threshold)

#### *Trigger*

It is needed to offer people something new or different, that trigger them to do something. This could be something new in the neighborhood (pop-up, driving container, board) or services as tin-der and funds.

### Discover yourself

It is important to understand yourself to understand what you need and can deliver. You can do that by using design tools as the SWOT to discover the problem/opportunities. This could be used to create building blocks that could be matched with neighbors.

### Visualize

Visualize is a way to make visible what people need to understand such as:

- Supply and demand
- Together you are stronger
- We are not that different
- Ways to do that are creating a physical network, making a structure with categories or giving a metaphor

### Convince

When people have taken the first step, it is important to convince them to do something. This could be done by attracting them in different ways:

- Storytelling/give examples/best practices/history (what have you reached)
- Show the difference (it was better with collaboration)
- For free (or rebuttal)
- Illustrious and exciting, you want to know

### Others

- Share spotify account
- Share Netflix accounts

### Conclusions

After clustering, the group discovered that there are two parallel sequences; internal and external factors that could influence each other. I worked this out in the following system. The external factors (right) are needed to convince people and to shape the idea (figure D2.3).

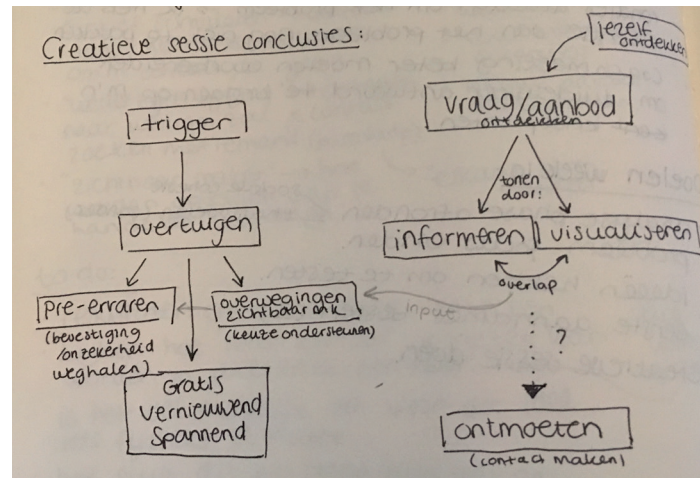


Figure D2.3: Creative session conclusions

The creative session showed that it is difficult to discover the supply and demand of people, because it is really person dependent. This also makes it attractive for people, but difficult to design for. I discovered that the ideas that came out of this creative session were related to the final concept of a graduated student on the same project. I could decide to improve her idea and make it broader for initiatives instead of one initiative. The analysis showed that is needed to make 'mutual exchange' visible to convince people. Therefore, I decided to search for a scenario where this is visible or that motivates people to participate or collaborate.



---

# **Interviews**

**integrated case study**

*Appendix E*





# Introduction

## Interviews integrated case study

The aim of the interviews in this appendix was to investigate the development process of a citizen's initiative in public space and how other interested citizens are involved in this process. Since this development process is connected to the municipality, different employees of the municipality (4) were interviewed to understand the collaboration within the municipality. The last chapter in this appendix describes an example of a scenario in Spangen that explains the development process of a citizen's initiative: treehouses in Spangen. This appendix includes both interviews with residents as expert interviews with the municipality. The insights in this appendix are used to understand place attachment in public spaces (chapter 2.4), how a citizen's initiative is developed in public space (chapter 3.1) and what is possible and needed to improve this situation (chapter 3.2).



# Interview district networker & urban planner

## Appendix E.1

**The interview with the former district manager of Spangen (18) and urban planner Delfshaven (19) is also partly documented in appendix C, because the interviewees gave also insight in the themes (authorities, identity of Spangen and effects of gentrification). The two interviewees could also be seen as experts on the field of citizen's participation in public space. The results that are related to this topic are documented in this appendix. The aim of this part of the interview was to discover their decision model related to the neighborhood and to understand the development process of citizen's initiatives.**

### Approach

A semi-structured interview was performed that took place at one of the buildings of the municipality for 1 hour with both interviewees (18 & 19). The notes taken during the interviews were directly reviewed and documented after the interviews.

### Research goals:

- Decision model related to the neighborhood
- Development process of citizen's initiatives

### Results

#### Clusters

The municipality consists of three different clusters: district organization (which includes the district committees), urban management and urban development. Each cluster has its own focus on the neighborhood. The district organization focuses on citizen's concerns and participation, while urban management is more focused on the maintenance of the neighborhoods. Urban development focus on the transformations of the city or neighborhoods.

#### Decision model

It is not clear for the interviewees who takes the decisions in the municipality. The district committee and clusters are the advisory institution (see figure E1.1 for organogram of the municipality). These people have the expert knowledge over certain aspects and make proposals for the civil servants.

#### New initiatives

There is always a budget for an activity or event. If citizens want to organize a block party (Dutch: 'buurtfeest') or meeting with neighbors, it is easy get money for it. The district committee checks if it adds value to the neighborhood and if the activity or event is not often performed. It is particularly difficult when the citizen's initiatives are more permanent. The district manager (18) describes a citizen's initiative of the initiator of Natuurlijk Spangen (see appendix C, 17) that has certain ideas to improve the Horvathweg and the drainage system under the community center (Westervolkshuis). This last initiative is not accepted, while it costs both parties (municipality and initiators) time. The district manager (18) is still sore about this, because some initiatives

# Organogram gemeente Rotterdam

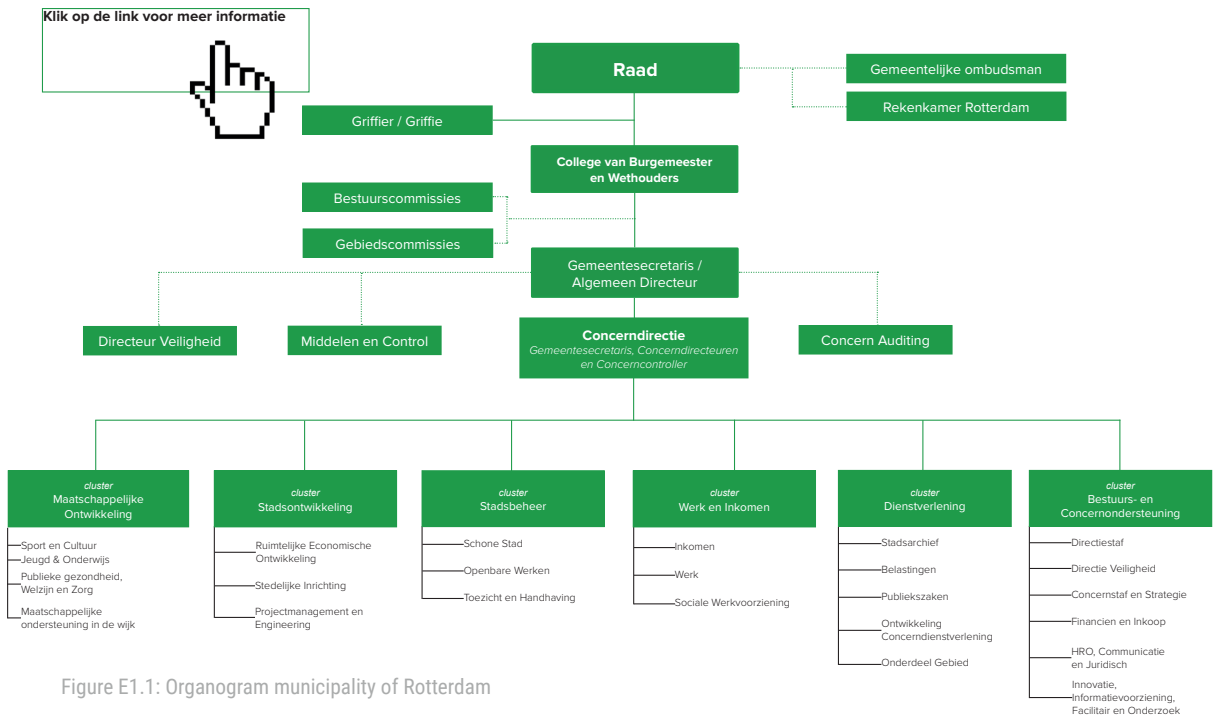


Figure E1.1: Organogram municipality of Rotterdam

are quite good and it often it saves also money for the municipality. This is why she often also connect the experts in the municipality with the citizens to show them where certain decision could have an effect on. It is depending on the idea and the price if an initiative fits in the vision, street view (Dutch: 'zichtbeeld') and fi-nance of the municipality.

## Conclusions

- The vision of the municipality is to collaborate as much as possible with the citizens.
- It is much more difficult to develop a citizen's initiative that is permanent than an activity or event.
- The decisions are often made by people that do not interact with the citizens.

# Interview district advisor Delfshaven

---

## Appendix E.2

**The aim of this interview was to discover if and how citizens are involved in development processes of public space and when a citizen's initiative will be implemented in public space.**

### Approach

A semi-structured interview was conducted with the district advisor of Delfshaven. The interview was held by phone call and took 45 minutes. The notes were directly taken during the interview. Afterwards, the interview was translated in English.

### Research goals:

- Process of transformations in public spaces
- Process of citizen's initiatives in public spaces

### Results

#### **Organogram municipality of Rotterdam**

There are three different clusters that are involved with redesigning public spaces: district organization (which includes the district committees), urban management and urban development (see E1.1 for organogram municipality of Rotterdam). Each cluster has its own focus on the neighborhood. The district organization focuses on citizen's concerns and participation, while urban management is more focused on the maintenance of public space. Urban development focuses on the transformations in the city and therefore also on the transformations in public space.

#### **District advisor of Delfshaven**

The district advisor is a part of the cluster city development. Her function is to guard the vision of the municipality and facilitates the decision-making process of redevelopment plans. When there is a citizen's initiative that is related to the cluster city development and there is no project manager, the district advisor is the project manager. Preferably, she wants to be involved as early as possible, because she has the knowledge over who is important to involve in the process. In her function as district advisor, she is mainly the manager that involve all important people (experts in the municipality, citizens and other authorities) in the process. Each Tuesday afternoon the three clusters (district organization, urban management and urban development) discuss citizen's initiatives and their approach, also called 'KenDoen'.

#### **Citizen involvement**

Citizen involvement in Delfshaven is very high. She thinks that Delfshaven is the district with the most involved citizens. There are also a lot of initiatives requested for public space:

*"Het is zooooo ontzettend veel de initiatieven die worden aangevraagd voor buitenruimte."*

### **Citizen's initiative in public space**

When a citizen's initiative in public space is requested, the municipality tries to involve the initiators as much as possible. At the beginning, they visit the location and the district advisor tries to also involve experts. It is possible that this does not work out as expected, mainly when other citizens (not the initiators) are disagreeing with the idea (delays the process).

#### *Ideal process*

During the call, the district advisor often repeated the words 'ideaal typisch proces', when I asked her about steps and activities in the municipality to implement a citizen's initiative in public space. She used these words, because the municipality tries to use certain process to implement citizen's initiative, but it is context and project-dependent what the exact process is. According to her, it is going better to follow this 'ideal process'. It does happen that citizens have connection in the municipality and clusters will be left out. This also could cause problems.

#### *Examples of citizen's initiatives in public space*

##### Type of requests

It differs per neighborhood what type of ideas are requested. Most promising citizens come with a worked out idea (namely in the period when designers had no job). There are also citizens that have small ideas or improvements (Examples (in dutch): gezelliger, betere sfeer, cohesie). The requests has often to do with green, playing and liveability of the streets. It is decided in the municipality that we want to give the

citizens (in agreement) the freedom if this doesn't contradict with the main structure (Dutch: hoofdstructuur).

##### Examples

- Wooden pergolas were located on water main (without agreement).
- A primary school had little space to play outside. The involved parents (promising citizens) wanted to connect a public space with this school. This is difficult because public spaces are from everyone and their idea didn't fit the Rotterdam style... this type of problems we have to deal with.
- Improvements of a street (along de Schie) to make the appearance prettier. This was initiated by a group of promising citizens. Finally, this is connected with the maintenance of the dock together with urban management.
- A fitness garden is often requested, but this does not always solve the problems the citizens mentioned.

### **Redesigning public space**

Beside the citizen's initiatives that could be initiated in public space. Urban development has also possibility to redesign public space. If urban development identifies changes in certain districts, they have the possibility to develop visions (around 10 pages). In this vision is worked out in the broad strokes and sketches. It is needed to test this vision with the citizens in that district. There are two changes to implement concrete ideas:

1. Start of new buildings; when there is a budget for new buildings urban development can decide to take the public space in this process

2. Urban management; when maintenance of different parts (roadways, drain, etc..) is needed it is possible to also take the public space that is connected to these parts.

### *Citizen involvement*

The district organization is the cluster that decides how to involve the citizens in the rede-signing process of the public space. Therefore, this participation traject is often context and project dependent. Urban development uses the expertise of the district organization to de-cide the participation of citizens in the redesign process.

### **Problems**

The district advisor was asked about problems that happens between citizens and changes in public space. According to her, it is sometimes difficult to collaborate (between citizens and municipality and also between citizens themselves). She is looking forward to the solution of the design space (chapter 3.2) that was explained during the call.

*"We moeten er allemaal aan wennen (bewoners en gemeente) dat je steeds meer samen gaat doen. Bewoners willen steeds meer zelf bepalen."*

*"Er zijn zoveel problemen. Het gaat bijna nooit zoals verwacht."*

*"Bewoners hebben vaak ideeën waarmee ze denken dat het probleem is opgelost, wat daadwerkelijk helemaal niet zo blijkt te zijn (herinrichting van pleinen, fitnesspark etc.)."*

### *Conclusions*

- Delfshaven is a district with high involvement and multiple requests for citizen's initiatives.
- There is no consistent process how to deal with a citizen's initiative in public space, but in most project they try to involve the initiators and different experts of the municipality
- Municipality tries to give freedom and responsibility as much as possible to the citizens (the initiators). This is not always easy.
- District organization advices the participation methods in the municipality. This is context and project dependent.
- A delay in the process (both a citizen's initiative in public space as redesigning public space) is often caused by citizens that have not same vision over the public space.

# Interview Citylab010

## Appendix E.3

**The Park Hackathon take place at 8 & 9 December 2017 at the Rösener Manzstraat 57 and was focused on solving different design challenges generated by different initiators of the Green Connection. The aim of participating to this Park Hackathon was to experience a collaboration with the citizens and to discover their values and needs for certain ideas. The insights in this appendix respond to the insights during the design explorations. Therefore, this could be used to strengthen the design decision in chapter 4.1.**

### Approach

A semi-structured interview was conducted with the contact person of public space (Dutch: 'buitenruimte') in Citylab010. The interview was held by phone call and took 15 minutes. The notes were directly taken during the interview. Afterwards, the interview was translated in English.

### Research goals

- Involvement of other citizens in citizen's initiatives
- Verify public support of a citizen's initiative
- Criteria for choosing citizen's initiatives

### Results

#### **Initiators of citizen's initiatives in public space**

Most citizens that apply a request for an idea in public space are private entrepreneurs. These people often introduce an idea that does not have yet a specific location. There are ideas that are appropriate for a certain neighborhood because the initiators live there or have affinity with the neighborhood. Most residents (that aren't private entrepreneurs) come up with more practical ideas to make the neighborhood more attractive.

#### **Goal of Citylab010**

The aim of Citylab010 is to make the idea of the initiators more concrete. The people in Citylab (including the interviewee) connect their colleagues in the municipality that work in a certain district or that have an expert view on the project with the initiators. This is also possible before an initiative is accepted. This is also depending on when people requested their idea. Twice a year, initiatives will be accepted.

## **Public support & citizen involvement**

Internal in the municipality, the public support is being estimated. There is also a colleague connected with Citylab010 that is also part of the cluster city development in the municipality. Besides, each initiative will be checked by different specialists in the municipality.

Mostly, the district organization (depending of the initiative) checks if an initiative has public support, but this is also the responsibility of the initiators. Citylab010 tries to support this and to get them in contact with the proper parties. The cluster urban development has also a district director that could estimate how other citizens should be informed.

### *Example*

A private entrepreneur requested to make art of the bridge houses (Dutch: 'brugwachterhuisjes'). In this situation, Citylab010 asked their colleagues of the district and specialists in light and maintenance to collaborate with the initiators.

## *Conclusions*

Most initiators are not the citizens, but private entrepreneurs.

Most citizen's initiatives don't have a specific location, when requesting their idea.

The municipality leave mostly the responsibility of public support to the initiators.



# Interviews treehouses in Spangen

## Appendix E.4

**The treehouses in Spangen are an example of a citizen's initiative in public space. The development of this citizen's initiative is investigated to understand what has caused that the treehouses are barely used and is not experience positively. This appendix describes the reason why this example is used in this master thesis and different perspectives from residents of Spangen and authorities.**

### The reason for this example

During the interview with the district manager (I8) and urban planner (I9) at 10th of January, they give insight in a situation with conflict between different people in the neighborhood. A citizen's initiative 'treehouses' that resulted in conflict and is currently barely used. Because the municipality spend a lot of money in this project, they want to improve this place into a meeting place.

This situation was also raised by the founder of 'Geloven in Spangen' (I10) during the interview. He gave the treehouses as an example for conflicts between different groups in Spangen. According to him, people need to research first if there is a demand for an idea instead of trying and discovering if something is interesting for the neighborhood.

Founder of 'Geloven in Spangen' (I10)

*"Leuk dat het gebouwd is, maar het kost heel veel geld en er wordt uiteindelijke niks mee gedaan."*

Both insights were the reason to start investigating why this citizen's initiative resulted into these conflicts and why people don't use the place. Different people (3) are interviewed to investigate the different

perspectives on the situation. The insights of these interviews are documented in this appendix.

### Method

After the interviews with I8 & I9 and I10, the district manager (I8) was contacted by mail. These insights were also used to prepare an interview with the initiator of the treehouses, also the initiator of Natuurlijk Spangen (I7). During the interview with the manager of 'Huiskamer van Spangen' (I11), insights in the treehouses were also discovered. The aim of all interviews was to discover what has caused the described (negative) effects of the citizen's initiative.

### Research question

*"What has caused the described (negative) effects of the citizen's initiative on the neighborhood?"*

## Results

### Manager of Huiskamer van Spangen (I11)

The manager of Huiskamer van Spangen was also asked during her interview what she knows about the citizen's initiative of the treehouses. These insights are also used .

The manager of Huiskamer van Spangen was happily surprised that I asked her about the process of the treehouses, because she had an important role and opinion about the final result. The initiator of Spangen (I7) and some other people came with the idea of the treehouse. That it was a dream of her children to have one. Her children agreed with this opinion and she helped the group with convincing the municipality of this plan. Her children went to the municipality with their story and several times the municipality and the group (I7, ...) came together in the 'Huiskamer van Spangen'. She doesn't know where it went wrong, but the first idea was one big treehouse and now there are two very small treehouses. It is not easily accessible for big children (from which are enough in this neighborhood). Besides that,

the treehouses are placed in the middle of a dog area. The users of the dog area have protested together with the residents that live opposite the treehouses. She thinks that it is not the right implementation of a good plan.

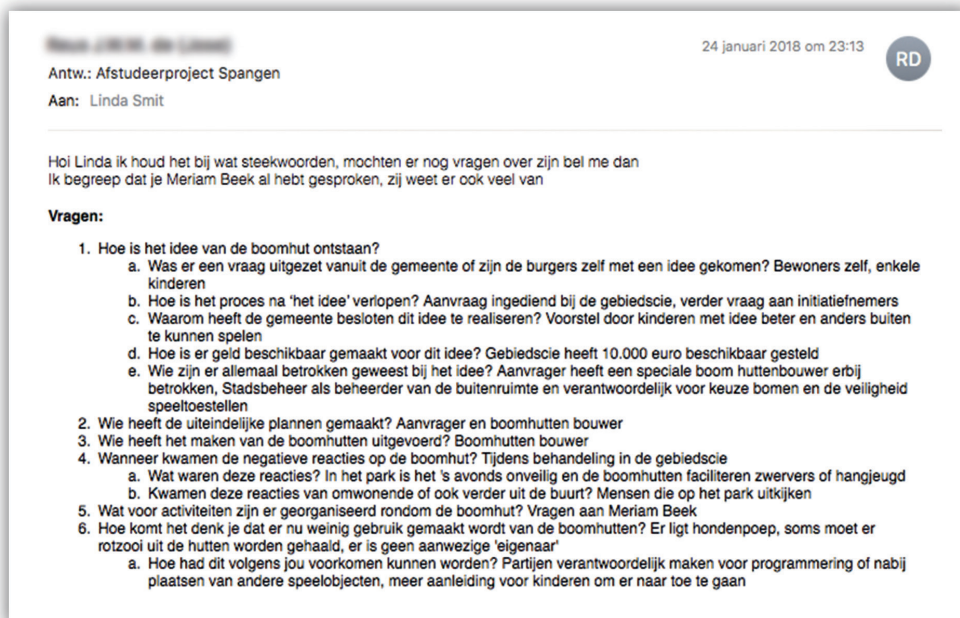
### Former district manager Spangen (I8)

The treehouses project was a citizen's initiative managed by the district manager of Spangen (I8). A more detailed description about the job description of this district manager can be found in appendix C.1. After deciding to take the treehouses as an integrated case study, the district manager was multiple times contacted by mail and telephone. The insights are documented in this appendix.

#### Research goals

- Discover the development process of the treehouses
- Discover the responsibilities of people and parties during this development process
- Collect the perspectives of people in the neighborhood on the treehouses

Figure E1.2: Mailcontact district manager



### *Telephone call – 30 January*

After the mail contact, it was not clear what the responsibilities were during the process and who takes the decisions. Therefore, the district manager (I8) was called to get more insight in the development process and who was involved.

### Insights call

After the assembly of the district committee, there was one meeting with a person from urban management, member of the district committee (also resident of Spangen), field policeman, two initiators of the tree houses (including I7) and the manager of Huiskamer van Spangen (I11). There were both pro as opponents present during this meeting.

After the citizen's initiative was accepted, it takes a long period of time to decide the shape and place of the treehouses. The first idea was to implement the treehouses on 3 different locations in Spangen. Finally, this resulted into 2 treehouses on one locations. The location is decided after the initiative was accepted. Urban management in collaboration with the treehouse designer and the initiators decided the place and shape. It also took a long time due to the different permits that were needed for this initiative. In fact, the treehouses were already build, before the permits were accepted.

### **Initiator of Natuurlijk Spangen (I7)**

The initiator of Natuurlijk Spangen is also one of the initiators of the treehouses.

During the interview at the 21th of December,

there is shortly spoken about the treehouses. This was not enough information to get a detailed insight in the case study. Therefore, interviewee 7 was called again at the 29th of January. The aim of this call was to discover the origin and purpose of the initiative and what the development process was of this initiative. She is also asked about how she experiences the current outcome of the treehouses.

### *Research goals*

- Discover the purpose of the initiative
- Discover the development process of the treehouses
- Discover the responsibilities of people and parties during this development process
- Collect her perspective on the treehouses

### *Results*

#### Origin of idea

Her children came up with the idea of treehouses together with the children of another resident in Spangen. The children were involved in the development of the idea, because they came up with it. They performed two brainstorm sessions in the Huiskamer van Spangen with the children of the manager of the Huiskamer van Spangen (I11) and other children in the neighborhood.

#### Why treehouses?

Both urban blocks of the two initiators has a protected courtyard. This garden is appropriate for young children, but it is small for older children. Besides, there are not a lot of playards in Spangen. The football areas is difficult to participate in as a new resident.

Therefore, the initiators decided to introduce a new way of playing outside; adventurous playing (Dutch: 'avontuurlijk buitenspelen'). She saw an opportunity in the combination of nature and children playing outside.

#### Location of treehouses

In the request, the initiators proposed three different places. The municipality decided (after the request was accepted) to locate the treehouses at the Spaanse Bocht.

#### Use of the treehouses

When everything was finished, they organized a celebratory opening of the treehouses. The treehouses are also used at the activities of 'Camping life' (see appendix D2). This was a good way to raise awareness of the treehouses. Nowadays, she doesn't see a lot of children playing in the tree houses.

*"Er wordt niet veel gebruik gemaakt van de boomhutten. Af en toe zie je er wel iemand, maar er zijn niet veel mensen."*

Her own children also didn't use the treehouses that often. She likes the place, but is quite far from her house. Therefore, her own daughter will not take initiative to visit the treehouses. Besides that, it took 2 years before the treehouses were implemented. Her children were grown up and the treehouses were not so attractive for them anymore.

#### The final treehouses

Treehouses are the ultimate children's

dream, but play equipment has to meet multiple requirements. Therefore, the shape of the treehouses changed. For example, the treehouses are not so high as expected and a walkway is not implemented. This makes the treehouses less adventurous than children expect it was.

*"Er is nu een trappetje met een leaning voor de veiligheid, maar dat maakt het natuurlijk steeds minder avontuurlijk."*

#### Responsibilities

The initiative of the treehouses was requested as a citizen's initiative with a budget of 10.000 euros. This also means that the clients (either initiators) were responsible for all plans and activities around the treehouses. They also get the responsibility for management and maintenance of the treehouses, but the initiators decided in a conversation with the municipality that they keep that responsibility. The project takes two years, because of the different permits that should be accepted. The idea was to build the treehouses in collaboration with the children, but finally they decided to hire a professional treehouse designer/builder.

#### Involvement of interested people

After the request at the district committee, a couple of residents had discovered the request and has objected, because the treehouses could result in loitering and vagrants. At the assembly of the district committee, they explained their objection. The district manager has



opened the discussion and tried to come to a compromise with these citizens. The first solution was to change the place, but there was no other appropriate place for the treehouses in Spangen according to the municipality. Therefore, they changed the shape of the treehouses to take the problems (loitering and vagrants) into account during the design phase.

### Other perspectives on the treehouses

She has heard different negative comments over the treehouses. It is difficult for her to estimate if this is only complaining or people really have problems with the treehouses. There are enough people that doesn't have an opinion and sometimes you need to come to a compromise to reach something.

### Related documents

The initiator of Natuurlijk Spangen (17) has also sent the different documents related to the case study (request with appendices, advice document of district committee, articles and photos, see figure E4.1-E4.3). The documents are not implemented in this master thesis due to confidentiality, but these documents are used to create the scenario of the development process of the treehouses in chapter 3.1.

### Conclusions

The insights in this appendix are used to investigate how a citizen's initiative in public space is being developed and what the causes and the consequences are of this approach. The conclusions that are drawn from this appendix are presented in chapter 3.1.

Figure E4.1: Drawings for request

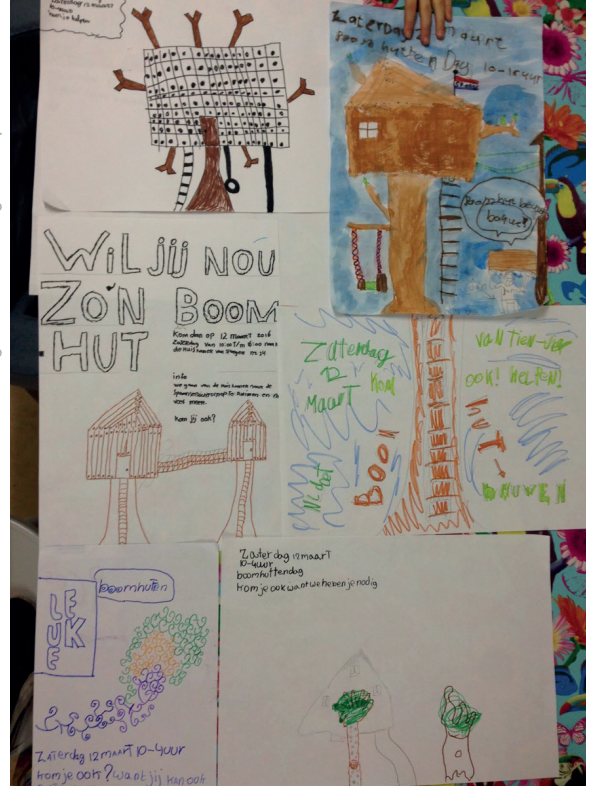


Figure E4.2: Presenting idea at assembly



Figure E4.3: Building treehouses









# Design explorations

F

Appendix F

# Introduction

## Design explorations

The aim of the interventions documented in this appendix was to investigate how the feeling home in the neighborhood could be improved. The first two interventions gave more insight what direction to choose to further research (appendix F.1 & F.2). The other interventions (appendix F.3 – F.5) investigated how to deal with the factors found in the previous sections (02 & 03). This resulted into an overview of all design insights clustered in different themes (appendix F.7). In between the interventions, multiple design activities take place such as brainstorm sessions, drawings, clustering etc. An impression of these design activities can be found in appendix F.6. This appendix ends with the final conclusions (appendix F.7) that are drawn from all insights in this appendix. This conclusion is used to generate concepts presented in appendix G and to make design decisions for the proof of concept in chapter 4.1.

### Research question

"How could feeling home in Spangren be improved?"

### Approach interventions & analysis

A total of 12 participants were tested during the 5 interventions that were conducted. The approach and research goals of each intervention is documented in the appendix itself. Figure F.2 gives an overview of the five interventions and their goal. The first two interventions had a different focus than the design brief presented in this master thesis, but gave interesting insights used during the design process.

The approach to analyze the data is based on the Ackoff's DIKW scheme (Sanders & Stappers, 2012), see figure F.1. First, the 'raw data' of each participant was documented (in Dutch, because all participants were Dutch). This 'raw data' is analyzed and

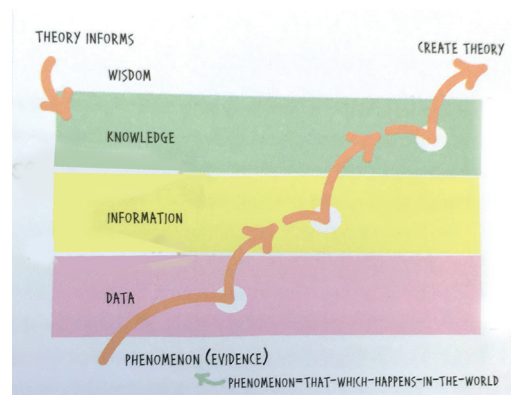


Figure F.1: Approach analyzing results

resulted into insights per participant, which were translated in English. A conclusion was drawn from these insight in each intervention based on the research goals. At the end, all the insights of all participants were clustered and this resulted into different themes that explained what the most important aspects of the design were. This was closely related to design criteria presented in the design brief and give insight in how to meet these criteria. These conclusions are used to make design decisions which are presented in chapter 4.1.

# Explorative prototypes overview

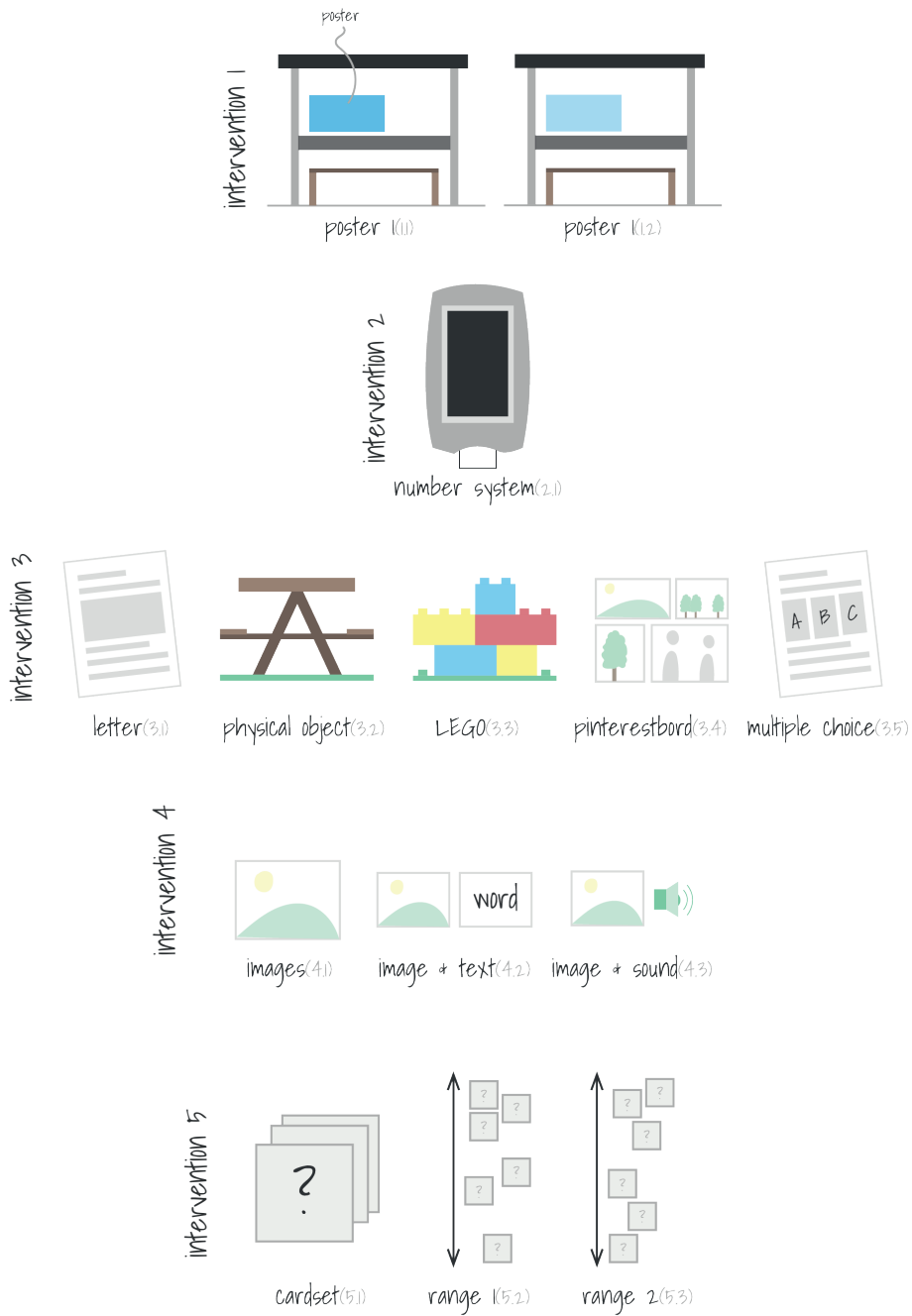


Figure F.2: Overview of explorative prototypes that can be found in the following appendices

# Intervention 1: connect people with a shared interest

## Appendix F.1

The aim of this intervention was to test if people feel connected when they know that they share a characteristic of interest with someone they don't know.

### Research goals

- Explore if/how this intervention connect people
- Explore why people contact other people

### Approach

A tram stop near the train station of Delft was observed in the morning (when it was busy). After 15 minutes three posters (figure F1.2) were taped into the three different tram stops. The people were observed on their behavior related to the posters. The insights were direct-ly afterwards the test documented.

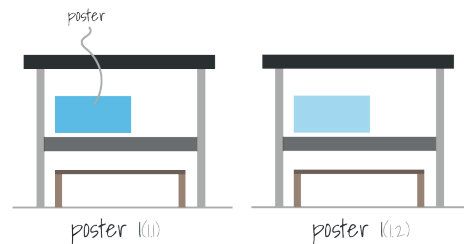


Figure F1.1: Intervention 1

### Observation points

- What is the difference between current and new situation(s)?
- Is the interaction between people dependent on the type of information?



Figure F1.2: Prototype 1.1

## Results

### Huidige situatie

- Iedereen staart voor zich uit, het is koud. Meeste mensen gaan wel in of rondom het hokje staan
- Niemand maakt contact met elkaar.

### Pindakaas situatie (prototype 1.1)

- Vrouw gaat wel zitten, maar die heeft de poster niet opgemerkt of voelt zich één van de gereserveerde (figure F1.3)
- Meeste mensen valt de poster niet op, omdat ze naar de tijden van de tram kijken.
- Een andere vrouw onderzoekt wel alles wat op andere tramhokjes staat, ze moet dus wel de poster hebben gezien en gaat bewust naast de vrouw staan. De vraag is of ze wilde gaan zitten en of ze het hierdoor juist niet heeft gedaan.

### Hardloop situatie (prototype 1.2)

- Vrouw merkt de poster niet op of wilt zich er niet mee bezig houden.
- Verder geen bezoekers geweest bij dit hokje.

## Conclusions

- This intervention is more focused on how to exclude people instead of include people, which is a negative interaction.
- The intervention is passive. This means that people need to take action by themselves. This test shows that people need an intrinsic motivation to do something.



Figure F1.3: Prototype 1.1

# Intervention 2: an obstacle to connect people

## Appendix F.2

**The aim of this intervention was to test if making an action only accessible for more than two persons will empower people to get in contact with each other.**

### Research goals

- Explore if people will ask for help when they cannot fulfill their goals.
- Explore the qualities of this interaction

### Prototype

Figure F2.2 shows the screens how people could receive a number for the row at a pharmacy or the municipality. Therefore, they need to press 3 buttons instead of one. This means that they need help of another person to complete. The motivation to complete this task is that people have a certain motivation to be supported by the pharmacy or municipality.

### Approach

The prototype screens were put on a tablet that will be placed in a tableholder. The tablet holder will be positioned in front of the service desk at IDE. These people didn't have the motivation as described before, but it was not possible to test this within the municipality or a pharmacy. The participants will be asked and if this was possible some questions were asked.



number system(2.1)

Figure F2.1: Intervention 2

### Observation points

- What is the process to ask for help or not?
- Do people ask for help?
- Does the intervention encourage people to talk?
- What are they talking about?
- What are the qualities of this talk?

### Results

Before this intervention was tested, the intervention was discussed with the coach where and how to tested. In this discussion, we found out that this was not the type of interaction that I was looking for. It should be a more positive trigger that motivates people instead of an obstacle that will result into collaboration.

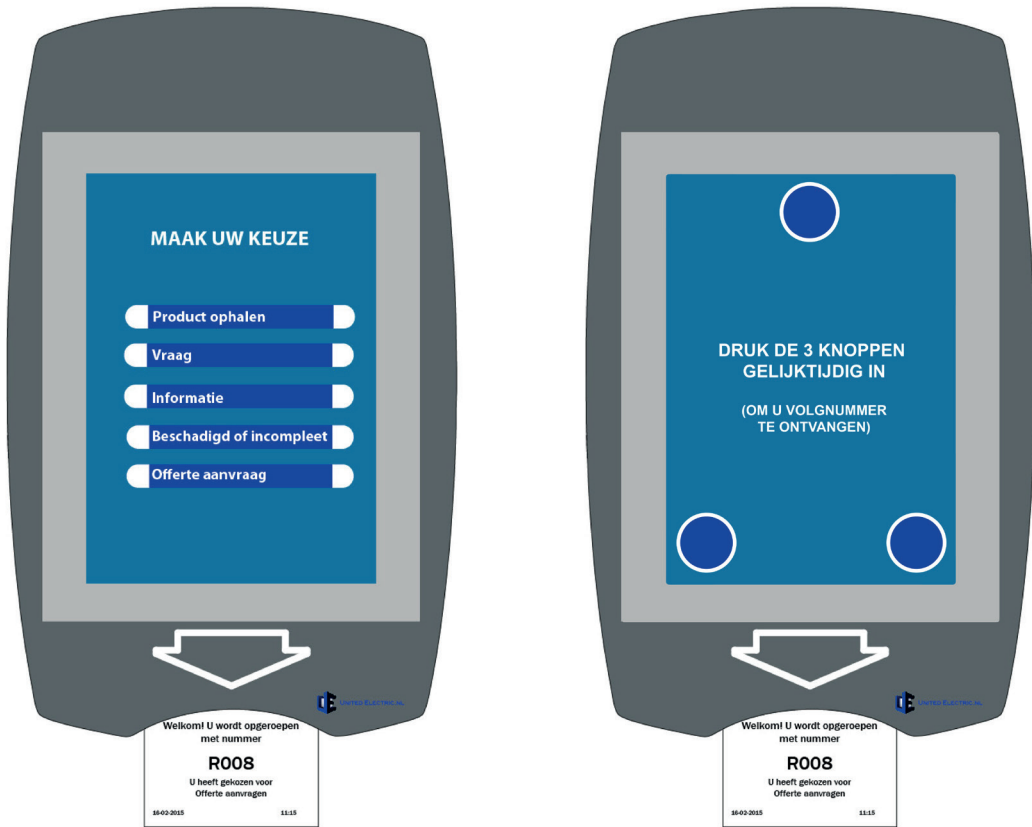


Figure F2.2: Prototype screens

## Conclusions

The qualities of this interaction did not fit the desired goal. The discussion about this intervention showed that a positive trigger is needed to motivate people.



# Intervention 3: redesign public space

## Appendix F.2

The hypothesis behind this intervention was related to the fact that people need to build on existing products or ideas to come up with a new idea. Therefore, the goal of this intervention was to discover what type of starting point the participants needed to redesign the public space in front of their home.

### Research goals

- Explore how people want to redesign a public space
- Explore what activates/motivates people to participate

### Research environments

All participants (except the last participant) were tested in their own house. The first 5 participants live in the same street in a neighborhood in Alphen aan den Rijn. The public space in front of their house is a garden that the neighbors (that were tested) take care of together. Participant 6 lives in The Hague in Zeeheldenkwartier in a side street of a square. This square is the public space that is used for this intervention. The last participant (P7) is a resident of Spangen. Because the interview took place in 'Huiskamer of Spangen', the public space in front of this building was used for the intervention.

### Participants

Five participants that live in the same street were tested. These five participants have currently a different involvement in the public space (in front of their house), which was interesting to discover the differences between these people. Two other

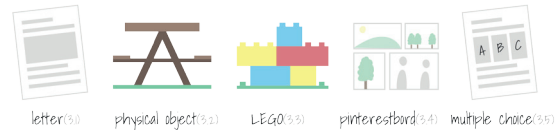


Figure F3.1: Intervention 3

participants out of this case study were used to also broaden the target group and to get insight in the context of this master thesis (Spangen).

### Prototype (interventions)

For each scenario, a different prototype was produced adjusted to one of the three previous described research environments. The procedure and figures (F3.2 - F3.6) describes the 5 different prototypes.

### Approach

All participant received 5 different scenarios (current and new) how they could be involved in the redesigning process of the public space in front of their home. All 7 participants receive the same 5 scenarios. The sequence of the last participant is only changed to identify if the sequence had an effect on results. At the end of all scenarios, the participants were asked to reflect on the different scenarios and what their preference was. Notes were taken during the test and directly afterwards documented.

## Procedure

### Huidige situatie

#### Stap 1: de brief

'De gemeente heeft besloten om van de beeldentuin hiervoor meer een ontmoetingsplek te maken. En vraag jou aan de hand van deze brief of je mee zou willen denken.'

- Wat doe je?
- Waarom doe je dat? (hoe begint de test persoon?)

'Stel je voor dat je dit wel zou doen' (als de testpersoon niets invult)

- Zou je voor me willen proberen deze brief in te vullen? (kan geanalyseerd worden)

#### Stap 2: het gerealiseerde idee

'In plaats van dat de gemeente deze brief aan je stuurt, stap je zo meteen je huis en zie je dit [tonen foto].'

**Alphen aan den Rijn**

Onderwerp betreffend "Herontwerp Beeldentuin"

Geachte omwonende,

Hierbij willen we u meedelen dat vanaf heden de gemeenteraad heeft besloten de beeldentuin grenzend aan uw huis herin te gaan richten. Dit met betrekking tot het beleidspunt dat publieke ruimte worden ingericht op een ontmoetingsplek. Naderinzien biedt de beeldentuin geen mogelijkheid tot interactie, vanwaar er is besloten deze ruimte herin te richten. Hiervoor vragen wij uw medewerking.

Zou u in het volgende vak kunnen tonen wat u een geschikte oplossing vindt voor een ontmoetingsplek of wat uw andere mogelijkheden zijn met betrekking tot deze plek?

Stuur deze brief met bijgeleverde envelop terug voor **20 januari!**

Bedankt voor uw medewerking.  
Met vriendelijke groet,

Ton van Vliet  
Ambtenaar Ruimtelijke Ordening, Gemeente Alphen aan den Rijn



Ik wil graag op de hoogte gehouden worden van verdere ontwikkelingen omtrent de beeldentuin.

Figure F3.2: Prototype 3.1 - Letter of the municipality



Figure F3.3: Prototype 3.2 - An implemented idea without consultation

- Wat is je eerste reactie?
- Wat doe je?
- Waarom doe je dat?

*Stap 3: voorkeur*

- Welke manier van benaderen vind je prettiger? (waarom?)
- Zou je een andere manier kunnen bedenken die je prettig zou vinden?

**Nieuwe situatie**

Ik ga je nog een aantal andere manieren geven die je misschien zouden kunnen helpen met het bedenken wat je wel of niet op de plek zou willen hebben. Zou je deze 3 manieren voor mij uit willen proberen.

*Stap 4: LEGO*

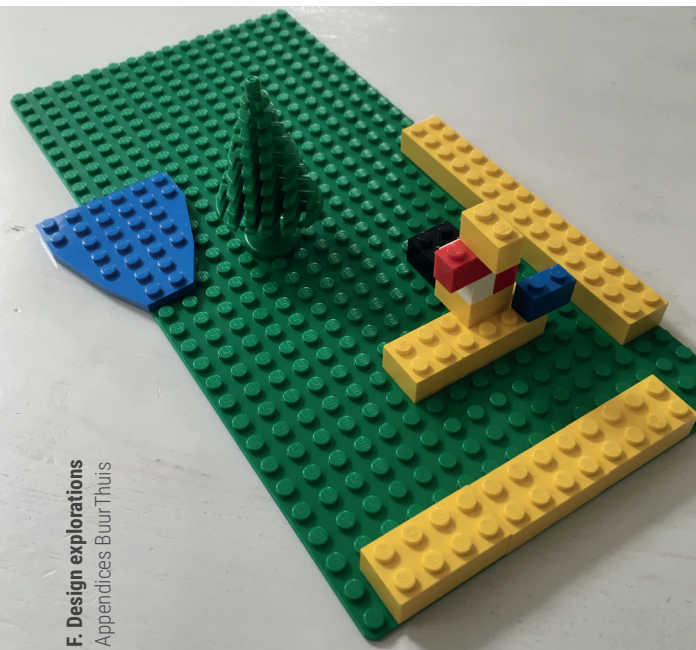


Figure F3.4: Prototype 3.3 - LEGO

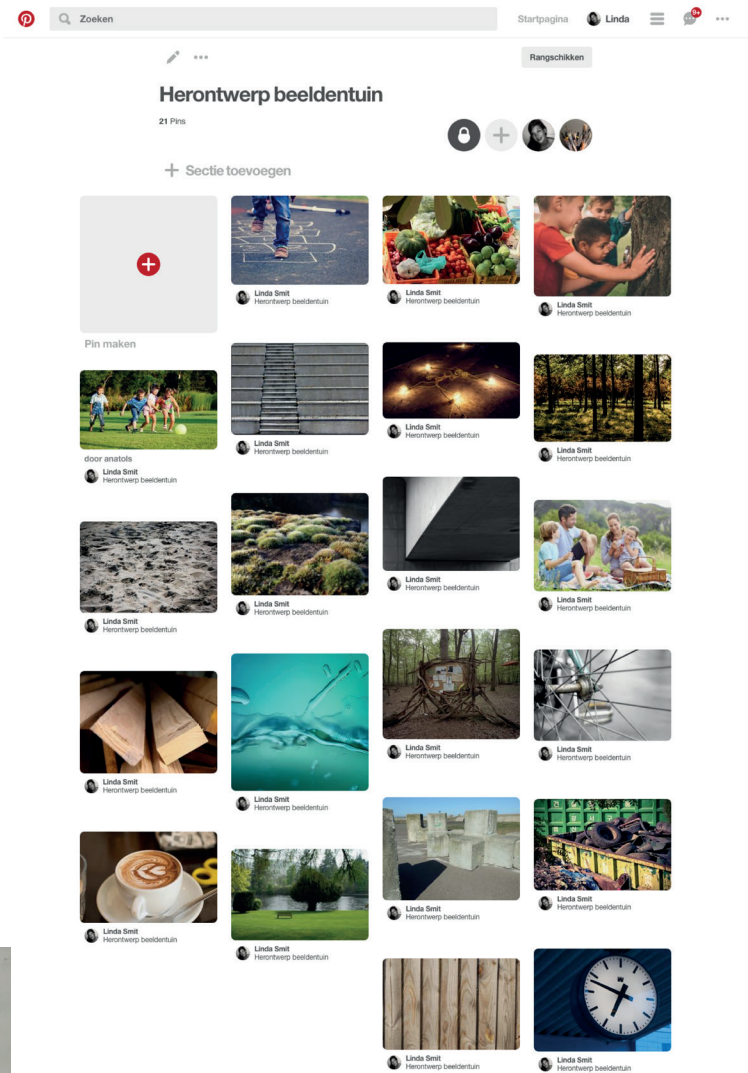


Figure F3.5: Prototype 3.4 - Pinterestbord

*Stap 5: Pinterestbord*



## Onderwerp betreffend "Herontwerp Beeldtuin"

Geachte omwonende,

Hierbij willen we u meedelen dat vanaf heden de gemeenteraad heeft besloten de beeldtuin grenzend aan uw huis herin te gaan richten. Dit met betrekking tot het beleidspunt dat publieke ruimtes worden ingericht op een ontmoetingsplek. Naderinzien biedt de beeldtuin geen mogelijkheid tot interactie, vanwaar er is besloten deze ruimte herin te richten.

Er zijn drie mogelijke ontwerpen gekomen uit het ontwerptrajet wat de gemeente heeft gedaan in samenwerking met buro Street. We zijn benieuwd naar uw mening! Wat vindt u een geschikte oplossing voor het herontwerp van de beeldtuin (*kruis uw voorkeur aan*).



Water & speelpark



Buitenbank & tuin



Spot voor rijdende barista

Stuur deze brief met bijgeleverde envelop terug voor **20 januari**

Bedankt voor uw medewerking.  
Met vriendelijke groet,

Ton van Vliet  
Ambtenaar Ruimtelijke Ordening, Gemeente Alphen aan den Rijn

Ik wil graag op de hoogte gehouden worden van verdere ontwikkelingen omtrent de beeldtuin.

Figure F3.6: Prototype 3.5 – Multiple choice

*Stap 6: Keuze mogelijkheden*

*Stap 7: Prettigste manier?*

- Zou je me kunnen aangeven welke manier je het prettigst vindt werken en waarom?

Results participant 1: woman (52)

### Stap 1: de brief

Ze vond het moeilijk om in te vullen. Noemde al direct dat ze liever geen bankje zou willen, want daar hadden ze al vaker last gehad achter het huis. Ze zou het zelf niet gaan invullen, want ze heeft zelf geen ideeën met hoe het anders beter zou kunnen zijn. En vindt het eigenlijk wel een goede ontmoetingsplek.

Uiteindelijk heeft ze toch wat dingen ingevuld (beter grond, nieuwe planten etc.) Maar ze was eigenlijk wel heel tevreden met hoe het eigenlijk nu zo is.

### Stap 2: het gerealiseerde idee

Dit zou ze echt niet leuk vinden. Ze zou wel de burens samen spannen om naar de gemeente te gaan en ervoor te gaan zorgen dat dat bankje weg gaat.

### Stap 3: voorkeur

Ze vond de eerste benadering veel beter. Daar wordt ze tenminste wel bij betrokken.

### Stap 4: LEGO

De ideeën die ze had opgeschreven in de eerste stap probeerde ze visueel uit te werken. Ik moest haar wel op weg helpen om in te denken wat de blokjes moesten voorstellen. Ze kwam vervolgens met wel wat nieuwe ideeën als hondenbordjes.

### Stap 5: Pinterestbord

Hierbij kreeg ze allemaal nieuwe ideeën zoals:

- Verlichting in de boom (dit had ze zelf al eerder bedacht)
- Klok



Ik moest haar wel helpen met nadenken wat het dan precies voorstelde. Het gevoel oproepen was nog lastig, ze wilde er echt iets concreets in zien.

### **Stap 6: Keuze mogelijkheden**

Ze wist wel meteen welke ze leuk vond (Barista spot). Dit vond ze een erg leuk idee. Maar ze zegt wel als hier niks leuks tussen had gezeten, had ze dat niet prettig gevonden. Omdat het iets is waar ze nog nooit van heeft gehoord, lijkt dat haar wel leuk. Ze weet niet eens of ze het wel nodig vindt of gaat gebruiken.

### **Stap 7: Prettigste manier?**

Het pinterest bord (prototype 3.4) vond ze de prettigste manier, hierdoor kreeg ze ideeën wat nog meer opties waren. Die ze misschien ooit wel had bedacht maar nu even niet in haar op kwamen. Ze vindt de brief te open en wil dan ook wel eigenlijk weten waarom iets gebeurd. Dit heeft ze hetzelfde met de lego (prototype 3.3).. daarvoor heb je al wel een concreet idee nodig. Daarentegen de drie keuzemogelijkheden vindt ze dan ook weer niet fijn, want stel je voor dat daar niks geschikts tussen zou zitten.. dan heeft ze geen andere mogelijkheid. Ze wil wel graag betrokken worden en positief benadert.

### **Insights**

- P1 needed ideas/starting point to start designing, therefore she had a preference for Pinterestbord (prototype 3.4)
- P1 bases her opinion over the place on negative experiences she earlier had.
- P1 wants to be involved in changes around her house (this is less important for her when the place is further away).
- The ideas she suggested all refer to current problems they have in the garden (the public space in front of her house).

## *Results participant 2: woman (60+)*

### **Stap 1: de brief**

Ze vulde niks. In eerste instantie had ze niet echt ideeën. Ze heeft zelf veel contact met ie-mand in de gemeente die over hier in de buurt gaat. Dus die zou ze dan benaderen als ze deze brief in de bus zou krijgen. Daarbij zou ze vragen waarom er iets veranderd zou moe-ten worden en wat de plannen zijn. Ze dacht bij een ontmoetingsruimte direct aan bankjes en legde zelf uit dat ze dat echt niet zou willen, vanwege de overlast die ze achter hadden. Ze zou eerder verandering zien achter haar huis dan voor haar huis, vanwege de school die veel herrie maakt.

### **Stap 2: het gerealiseerde idee**

Ze zou hier helemaal niet blij mee zijn. Zoals ze al eerder aangaf, zou dit veel overlast ver-oorzaken. Daarom zou ze ook meteen contact zoeken met de gemeente in dit geval.

### **Stap 3: voorkeur**

Ze vond de eerste benadering veel beter dan de tweede. Ze vindt het wel fijn om betrokken te worden bij de buurt.

### **Stap 4: LEGO**

Ze had nu wel ideeën, namelijk een waterfontein. Ze had het al eerder over gehad dat ze wel eens achter het huis een waterpartij idee had bedacht (daarvoor was ze gaan rondfiet-sen in Alphen wat voor ideeën ze daar allemaal konden verzinnen.. ze werden daarbij be-trokken door de gemeente. Later kwam er een echte ontwerpster met een ander idee en ze was wel van mening dat die daar veel beter op gericht zijn en ze vond het ook prima dat het uiteindelijk wat anders is geworden). Vandaar dat ze een waterfontein ging bouwen (zie fo-to). Later bereidde ze

dat idee uit met de waterpomp die er gaat komen. Vanuit het water van de fontein zou op die manier water naar de planten gepompt kunnen worden. Het leek er wel op dat ze dit ter plekke verzon.

### **Stap 5: Pinterestbord**

Ze scrolde er een beetje door. Ging ook aan mij vragen wat dingen precies waren. Noemde wel wat dingen op, maar had niet specifiek iets wat ze precies wilde. Was wel erg op zoek naar iets concreets. Ze was wel van mening dat zo'n bord wel verschillend moet zijn van waar je de plek gaat inrichten. Hier kan je misschien iets heel anders willen dan in kerk & zanen.

### **Stap 6: Keuze mogelijkheden**

Ze zou dan toch voor het bankje kiezen. Terwijl ze aan het begin echt geen bankje wilde. Wanneer ik dat vraag zegt ze dat dit er wel het mooiste uit ziet en wel anders is dan een picknickbank.

### **Stap 7: Prettigste manier**

Zij vindt het het fijnst om echt mee te mogen denken en samen te werken met de gemeen-te. Dus de eerste manier voelt voor haar alsof ze echt mee kan gaan werken, omdat ze zelf dan de gemeente netwerker benaderd.

### **Insights**

- It is important for her to be involved in the plans around her house and wants to actively participate in this process.
- She thinks that collaborating with other neighbors will lead to better ideas, but she understands that this is not attractive for everyone.
- The spatial characteristic of the Lego (prototype 3.3) makes her ideas more concrete.

- It was not clear to her how to use the Pinterestbord (prototype 3.4) to design the public space. Probably this was a consequence of the abstract level of the Pinterestbord (prototype 3.4).
- Although the participant disagree with all ideas that are suggested with Multiple choice (prototype 3.5), the participant makes a choice. It partly gives the participants the feeling that they have a choice, but they don't have this freedom.

Results participant 3 + 4: man (66) and woman (67)

The test with these participants was conducted together.

### **Stap 1: de brief**

P3 vindt het een vervelende manier van benaderen. Er wordt al voor hem bepaald dat er iets gaat veranderen. Hij zou een brief terugschrijven naar de gemeente en vragen wat de reden is achter de plannen en wat ze dan wel niet hebben bedacht voor deze plek. P4 oppert tij-dens het gesprek dat misschien een bankje wel leuk is, maar daar is P3 het helemaal niet mee eens. Daar komt alleen maar van die hangjeugd dat zie je ook in de Zoutmanstraat. Het idee wordt op die manier ook van de baan geveegd.

### **Stap 2: het gerealiseerde idee**

Hier zou P3 helemaal niet blij mee zijn. Hij zou zelf proberen om de tafel weg te halen. An-ders zou hij afwachten tot dat het een puinhoop zou worden (wat je volgens hem wel zou kunnen garanderen) en dan zal de gemeente vanzelf zien wat voor troep ze ervan hebben gemaakt. P4 zou wel eerder naar de gemeente stappen. Dat is hierachter ook gebeurd.

### **Stap 3: voorkeur**

Beide manieren vinden ze echt vervelend. En vooral P3 ziet er geen verschil tussen. Op beide manieren wordt er gewoon gezegd wat de gemeente vindt. En wordt er iets bedacht vanuit de gedachte van de ambtenaren, maar ja die wonen hier helemaal niet.

### **Stap 4: LEGO**

Het ontwerpen komt aan het begin slecht op gang. Ze vinden het allebei jammer dat de beelden weg zouden moeten. Het liefst zouden ze er misschien wel weer een nieuw soort beeldentuin willen. P4 zou het nog steeds wel leuk vinden om een bankje erin te willen. En opeens oppert P3 een 'zen tuin'. Daar kom je tot rust, maar dat is ook een plek van ontmoeting. Die ontmoeting zelf daar moet het om gaan en brengt al genoeg drukte met zich mee. Ze wisselen wat voorbeelden aan elkaar uit. P4 is het er wel mee eens, maar vindt dan ook dat er een plek om te zitten moet zijn. Dan komt ze met het idee van stenen waarop je komt zitten. Dat vinden ze beide een goed idee. P3 wil niks maken op het lego bord, want hij is daar niet ruimtelijk genoeg voor. Hij heeft het concept en idee wel in z'n hoofd. P4 is wel wat ruimtelijker en probeert wat stenen neer te zetten.

### **Stap 5: Pinterest bord**

Je ziet wel elementen terug die mijn idee zouden kunnen ondersteunen, volgens P3. P4 vindt dit wel een goede manier om op ideeën te komen en ook goed inspiratie te krijgen. Ze discussiëren wat over de foto's wat ze zien en geven wat opmerkingen wat ze erin zien.

### **Stap 6: Keuze mogelijkheden**

P3 vindt het allemaal eigenlijk maar niks, maar als hij dan moet kiezen dan wordt het toch de barista. Omdat hij geen spelende

kinderen voor wilt (P4 zegt wij hebben geen kinderen meer dus ja) en die bankjes nodigen ook uit voor hangjongeren. P4 zou wel liever de bankjes willen dat vindt ze wel er mooi uit zien.

### **Stap 7: Prettigste manier**

P3 wil eigenlijk niet beïnvloed worden door de gemeente. Hij wil ze de vrijheid hebben om alles te bedenken en daar is de LEGO wel een geschikte manier voor (ondanks dat hij dus niet ruimtelijk is). Hij zou wel willen meedenken en betrokken willen zijn in dit proces.

P4 zou eerder gaan voor het Pinterest bord. Ze zou wat meer inspiratie nodig hebben om ideeën te bedenken. P3 vindt ook daarin dat hij te veel gestuurd wordt.

### **Insights**

- Designing with two people will support in coming with new ideas, but also influences each other opinions.
- In a family, one of the family will often take the initiative to give an opinion.
- It feels for P3 that he doesn't have the freedom in all situations and that the municipality already has decided everything. The way people are determined is important if they will participate.
- P4 needed the ideas at the Pinterestbord (prototype 3.4) as inspiration to develop an idea.
- It was easy for P3 to create concrete ideas from the Pinterestbord (prototype 3.4).
- Multiple choice (prototype 3.5) shows that people have a strong opinion, when they don't like ideas. This scenario makes easy for people to compare ideas and consider their concerns.
- Because the participants maintain the public space in front of their home, they also feel the owners of the public space.



## Results participant 5: woman (53)

### Stap 1: de brief

P5 was het er helemaal niet mee eens dat er iets moest gebeuren met de beeldentuin. Ze vond het goed zoals het was. Het is volgens haar juiste een sociale ontmoetingsplaats door-dat wij als burens het onderhouden. Daarnaast denkt ze bij een sociale ontmoetingsplek aan overlast, lawaai en rotzooi. Ze zegt meteen, dan zullen er wel bankjes komen. Als ik aan haar vraagt waar dit beeld door wordt geschetst, zegt ze dat ze dit heeft gezien bij het bankje verderop en verder in de buurt. Ze levert de brief wel in, maar alleen met de redenen waarom er geen verandering moet komen.

### Stap 2: het gerealiseerde idee

Hiervoor zou ze meteen de telefoon oppakken en de gemeente gaan bellen. Zoals ze al eerder aangaf is ze bang voor afval en overlast

### Stap 3: voorkeur

Ze vindt het veel fijner om ergens wel invloed op uit te kunnen oefenen en dat kan beter met de brief.

### Stap 4: LEGO

Als ze de lego ziet, zegt ze meteen.. ooh ik ben niet zo creatief hoor. Maar goed we gaan gewoon wat proberen. Ik moet haar wat voorbeelden geven wat de blokjes voorstellen en wat vragen stellen met wat ze er wel zou willen als ze een plek zou willen herontwerpen. Ze vindt dan dat er meer speelgelegenheid voor kinderen moet komen, omdat de buurt wel wat verjonging kan gebruiken en dat is ook een plek van ontmoeting. Zie afbeelding. Er wordt ook een bankje bij geplaatst voor de ouders (grappig want die keurt ze eerder af).

### Stap 5: Pinterest bord

Ze selecteert voornamelijk plaatjes die het idee wat ze hierboven heeft gemaakt wat beter uitleggen en misschien wat ideeën geeft wat het naast een glijbaan en duikelrek zou kunnen zijn.

### Stap 6: Keuze mogelijkheden

Ze denkt dat een waterspeelplek overlast zou kunnen geven. Dus ze zou het liefst een combi zien van de speelplek en de bankjes met tuin. Uiteindelijk kiest ze voor de bankjes met tuin omdat dat er wel gezellig uit ziet. Als ik vraag aan haar dat ze in eerste instantie niet de bankjes zou willen, zegt ze dat dit er wel anders uit ziet en een tuin bij zit.

### Stap 7: Prettigste manier

Ze zou dan toch voor iets gaan waarbij ze een wat concreter idee aangereikt zou krijgen. De lego zou ze uit zichzelf niet zo snel gaan gebruiken. Op zich vond ze de keuze mogelijkheden wel fijn, maar zou ze wel iets meer inspraak willen hebben dan alleen 3 voorgelegde keuzes. Dus vandaar dat ze dan voor het pinterest bord zou kiezen.

### Insights

- P5 refers a meeting place to nuisance and trash.
- P5 should directly react on something she was disagreeing with.
- The public space should be changed.
- It is difficult for her to design something without examples or support.
- She uses the Pinterestbord (prototype 3.4) to explain her idea.
- It should be easy and accessible if the municipality wants to involve this participant. She was not so open to new ideas for the public space.

## Results participant 6: man (24)

### Stap 1: de brief

Hij zou de brief wel lezen en er een mening over hebben, maar vervolgens de brief vergeten en deze niet terugsturen. Dit komt doordat hij niet concreet wat hij daadwerkelijk moet en hoe hij zou kunnen verwoorden wat hij wil. Op het moment dat er iets concreets (zoals een idee of prijs) genoemd zou worden, zou hij daar ook beter een oplossing voor kunnen verzinnen. Daarnaast zou hij in tekst niet goed zijn idee kunnen verwoorden en is tekenen niet zijn ding.

### Stap 2: het gerealiseerde idee

Hij vindt het wel een beetje jammer dat er voor zoveel geld nu een 'wifi-bankje' is neergezet, daar had iets veel beters kunnen komen wat meer interactie zou uitlokken. Hij is nu niet van plan om naar de gemeente te gaan om actie te ondernemen, maar hij vindt het wel jammer.

### Stap 3: voorkeur

Hij zou het fijner vinden als de gemeente dan met een brief zou komen er komt een 'wifi-bankje', want dan kan hij daar tenminste direct een mening over vormen waarom hij het niet zou willen. Dus op zich is een brief dan wel beter, maar als er maar wel concreter iets over het plan van de gemeente wordt gezegd... want het bestemmingsplan veranderen is gewoon een beetje vaag.

### Stap 4: LEGO

Hij heeft het idee dat hij met de lego direct met een gedetailleerd plan moet komen. Hij denkt dat het een leuk idee is als er wat meer tafels komen die ervoor zorgen dat mensen er ook zonder op het terras te zitten hun eigen dingen kunnen nuttigen. Hij vindt dat

hij dat niet echt goed kan illustreren met de lego en ook moeilijk om te bepalen waar die tafels dan precies moeten komen.

### Stap 5: Pinterestbord

Hij scrolde eerst door alle plaatjes heen. En ging dan een aantal plaatjes kiezen die volgens hem de sfeer weer gaven hoe hij het plein zou zien. Dit gaf hem wel inzicht in wat hij in gedachte had.

### Stap 6: Keuze mogelijkheden

Hij had snel een keuze gemaakt, ook doordat er één idee bij zat die goed weer gaf wat hij wilde op die plek.

### Stap 7: Prettigste manier

Hij vond de lego moeilijk, omdat je daarvoor al een gedetailleerd plan al moest hebben. Hij vond het pinterestbord (prototype 3.4) een goed idee om een idee te gaan vormen. Je krijgt er een idee bij wat voor sfeer je wilt, maar ook wat er allemaal mogelijk is. Daarnaast denkt hij dat de Multiple choice (prototype 3.5) voor hem handig zijn later in het proces, als er vanuit die ideeën een concreet idee is ontstaan.

Als ik vraag of hij dit wel echt zou doen (aangezien hij in de eerste 2 stappen geen actie zou ondernemen), zegt hij wel dat hij een mening heeft over de situatie en dat hij daar best 10 minuten tijd voor wilt vrijmaken, maar dat hij geen tijd heeft om bij van die bijeenkomsten te komen. Hij heeft namelijk wel gestemd op een idee voor het plein.

### Insights

- It is easier for P6 to comment on concrete plans or ideas.
- P6 has a preference for Multiple choice (prototype 3.5), because this is the easiest way to give an opinion. He also notices the opposite. He also likes to have freedom in giving his opinion.

- The distance to the public space is not so close. This could also be the reason that he will not experience direct effects of a new idea (or nuisance).
- LEGO (prototype 3.3) gave him insight in what he liked about the public space.
- P6 uses the Pinterestbord (prototype 3.4) to translate the ambiance and experience of the public space.

## Results participant 7: woman (40+)

### Stap 1: de brief

Ze werd meteen enthousiast toen ze de brief kreeg en had meteen goede ideeën, want ze had hier al eerder over nagedacht. Ze liet me een aantal foto's zien van sportreken en legde uit dat dit goed was voor de hangende jongeren, zodat ze ook iets nuttigs zouden doen. Ze zou zeker deze brief opsturen en invullen.

### Stap 2: het gerealiseerde idee

Daar staan mensen straks voor in de rij! Vooral in de zomer, zal dit druk gebruikt worden. Ze zou hier niet direct op reageren naar de gemeente toe (misschien ook niet omdat ze er niet tegenover woont).

### Stap 3: voorkeur

Ondanks dat ze er niet heel veel problemen mee krijgt als er zomaar een picknicktafel geplaatst zou worden, zou ze toch wel veel liever willen meedenken over de plek. Ze zou het heel vervelend vinden als er zomaar iets geplaatst zou worden door de gemeente.

### Stap 4: Pinterestbord

Soms vraagt ze aan mij wat ze hier ziet of wat ik er mee bedoel. Vervolgens heeft ze er weer hele andere ideeën bij dan ze in de eerste stap aangeeft, ook ideeën waar ik zelf helemaal niet was opgekomen. De ideeën zijn heel uiteenlopend.

### Stap 5: LEGO

Met de LEGO gaat ze meteen aan de slag. Ze probeert de toestellen die ze in de eerste stap heeft gezet een beetje in te delen op het plein. Ze is snel klaar.

### Stap 6: Keuze mogelijkheden

Ze kiest voor de water en speelpark, omdat dit het beste aansluit op haar idee en de andere 2 dingen niet.

### Stap 7: Prettigste manier

Ze vindt het moeilijk om een voorkeur te geven van de manier. Maar ze vindt de brief wel een fijne manier om betrokken te worden en de vrijheid te krijgen in te bedenken wat ze wilt. De LEGO helpt haar daarbij om haar idee wat concreter te maken. En na een langer proces zou ze het wel fijn vinden om de keuze mogelijkheden te krijgen, vanwaar misschien een combinatie van ideeën gemaakt kan worden. Het pinterestbord is volgens haar iets te veel mijn visie en dat vind ze moeilijk om te zetten naar ideeën. Als ik haar vertel dat niet iedereen van die ideeën heeft zoals haar, zegt ze: 'Ja, dat is leuk dat je dat zegt, want ik heb er zelf nooit over nagedacht dat mensen niet altijd ideeën hebben, maar misschien wel iets erover willen zeggen'. Als we aan napraten zijn geeft ze ook aan dat publieke ruimte ook wel geliefd zijn. Dit kan geconcludeerd worden uit het verhaal over de Turkse vrouwen die een kas hebben op het bellamyplein met picknicktafel die ze de hele dag bezet houden, maar ook door haar opmerking in stap 2.

Daarnaast vindt ze het jammer dat Spangen niet zo'n buurt is als mooi mooi middeland, waar de veldacademie en TU Delft er voor zorgen dat er nieuwe dingen in de buurt gebeuren. Daarom is ze blij dat ik misschien daar iets aan kan doen. Ze vindt de hoger opgeleiden juist wel heel goed, want die

brengen gave ideeën en kunnen ook geld losmaken.

### Insights

- This test makes P6 aware that there are also people in a neighborhood that are not so creative as her.
- Public spaces are important in Spangen, because there are a lot of people that doesn't have a garden.
- Public spaces in Spangen are often appropriated by a group.
- The intervention makes P7 enthusiastic and activates her to work on this.
- The current interventions are too abstract for this neighborhood.

### Limitations

- The sequence could have had an effect on the results in this test. For example, the ideas of LEGO (prototype 3.3) could have made it easier to use Pinterestbord (prototype 3.4). This was also seen during the last test. This limitation is included in the final conclusions.
- Creating ideas need time. In this intervention, the participants needed to design ideas in a very short time span. This could also have influenced that it was difficult for people to design something. This limitation is included in further development of the design.
- Most participants were familiar in the neighborhood and had a strong attachment with the public space (except P6). In reality, there are more citizens that are not familiar with the neighborhood. This limitation is included in further development of the design.

### Conclusions

#### How does people want to redesign a public space?

- It is easier for people to explain what they don't want than what they prefer.
- A balance need to be found between support people in designing concrete ideas and giving the freedom to design something personal to respond to different type of people.
- The interventions showed that the involvement of people in the neighborhood has an influence on their needs. These types of people should be taken into account (table F3.1).

	Participation level	How?
P1	Medium	Pinterestbord (3.4)
P2	High	Letter (3.1) / collaborate with others
P3	Low	Lego (3.3) (something where the municipality has no influence on)
P4	Low/medium	Pinterestbord (3.4)
P5	Low/medium	Pinterestbord (3.4)
P6	None	Pinterestbord (3.4)
P7	High	Letter (3.1) / collaboratie with others

Table F3.1: Prototype 3.4 - Pinterestbord

### **What activates/motivates people to participate?**

- The public space in front of people's home is important for people. When the municipality implement an idea without consultation, this is annoying for people. It differs per person how important a public space is and what the distance is between people's home and the public space. This insight has overlap without the importance of the feeling home on a certain place (appendix A.1).
- The way people will be approached has an important influence if people will participate. This should be taken into account during the design process.

# Intervention 4: understanding ideas

## Appendix F.4

The hypothesis behind this intervention was related to the fact that people need to build on existing products or ideas to come up with a new idea. Therefore, the goal of this intervention was to discover what type of starting point the participants needed to redesign the public space in front of their home.

### Research goals

- Explore what type of information people needed to understand an idea
- Explore what type of information creates most empathy for the idea
- Explore what is needed to activate people to record their story

### Approach

Two participants received 3 different scenarios where different types of information (imag-es, words and sounds) were added. After each scenario the participant has to describe the idea of the creator. At the end of all scenarios, the participants were asked to reflect on the different scenarios and what their preference was. Because the hypothesis of this interven-tion is that sound gives most insight in the ideas, this type of information is used as last scenario. Two last questions were asked to discover what is needed to improve one of the three prototypes and to investigate if the participants want to provide these types of infor-mation. Notes were taken during the test and directly afterwards documented.

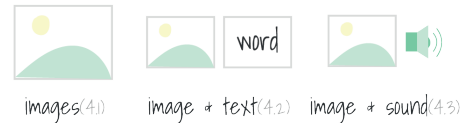


Figure F4.1: Intervention 4

### Procedure

The procedure is in Dutch, because all test were conducted in Dutch.

#### Stap 1: Scenario introduceren

Stijn van 28 jaar heeft een aantal ideeën bedacht over hoe hij het plein voor jullie huis wilt veranderen. Op het plein is een fontein aanwezig nu en zijn er 2 horeca plekken die een groot deel van het plein in beslag nemen. De gemeente wilt hier meer een ontmoetingsplek van maken. Deze ideeën zijn beschikbaar voor jou en je wilt graag weten wat hij heeft be-dacht.

#### Stap 2: Foto's

Wat denk je wat voor ideeën hij heeft bij deze afbeeldingen? (figure F4.1, see 4.1)

#### Stap 3: Foto's met woorden

Eigenlijk heeft Stijn ook nog woorden achter gelaten bij deze afbeeldingen. Wat denk je nu? (figure F4.1, see 4.2)

#### Stap 4: Foto's met geluid

Stel je zou de woorden vervangen voor de

volgende geluidsfragmenten. Wat denk je nu? (figure F4.1, see 4.3)  
Zou je nog iets tegen Stijn willen zeggen?  
Heb je nog meer nodig van Stijn om te begrijpen wat hij bedoelt?

#### **Stap 5: Voorkeur**

- Heb je het idee dat er verschil is tussen de 3 vormen die ik je heb laten zien? Wat is dat verschil?
- Welke manier vind je het prettigst? Waarom?
- In welke situatie kon je je het beste inleven in Stijn?

#### **Stap 6: Wat wil je niet?**

Zou het je helpen om ook te weten wat hij niet wilt met deze plek?

#### **Stap 7: Verhaal vertellen**

Zou je zelf in staat zijn een verhaaltje te vertellen bij een plaatje?

### *Results participant 1: woman (19)*

#### **Stap 1: Scenario introduceren**

Ze ging een beetje per plaatje nadenken over wat hij er zou mee bedoelen.

#### **Stap 2: Foto's**

Ze paste haar ideeën bij de koffie wel aan. Maar vond zelf dat ze het wel goed gegokt had verder. Ze was nog eventjes aan het nadenken, maar besloot uiteindelijk haar idee verder niet heel erg aan te passen.

#### **Stap 3: Foto's met woorden**

Ze zou haar idee wel wat meer aanpassen. Ze zou wel willen vragen waarom hij ..? (even aan hans vragen)

#### **Stap 4: Foto's met geluid**

De plaatjes zelf gaven al best wel veel hints wat deze persoon vond, maar ze zou zich wel beter kunnen inleven met het geluid erbij. Je wilt natuurlijk wel graag weten waarom mensen dit in gedachte hebben. Ze zou benieuwd zijn hoe hij het zou willen combineren.

#### **Stap 5: Voorkeur**

Haar voorkeur zou uit gaan naar de foto's met geluid, daarin weet ze direct wat deze persoon bedoeld met de foto's.

#### **Stap 6: Wat wil je niet?**

Ze zou het wel fijn vinden als ze zou weten wat deze persoon niet zou willen. Dan zou ze ook beter begrijpen wat hij met deze plek zou willen.

#### **Stap 7: Verhaal vertellen**

Ze zou op zich het wel inspreken, maar misschien een beetje raar tegen een apparaat. Toen ik vroeg als het op een persoon leek die ook tegen jou praatte, zou ze het misschien wel eerder doen.



Figure F4.2: Research environment with prototypes



## Insights

- It is important to understand what the creator doesn't want at this place to understand him better.
- It satisfied P1 that she could complete the task better with prototype 3.3 – photos & sound.
- P1 prefers photos & sound (prototype 4.3), because it explains the essence of the idea
- The observations and answers of P1 showed that photos & sound (prototype 4.3) provided a better understanding of the idea and also created more empathy.
- P1 prefers to be anonymous, when she should record a story. She was not so sure if she should record something.

## Results participant 2: woman (21)

### Stap 1: Scenario introduceren

Er moest een grasveld komen met een vijver, waar mensen lekker konden spelen en picknic-ken en hun eigen koffie mee konden nemen

### Stap 2: Foto's

Ze zou alleen het idee aanpassen van de koffie, ze dacht nu toch wel dat er een koffie tentje moest komen, verder denkt ze dat er niet veel verandert zou zijn aan het idee met deze woorden.

### Stap 3: Foto's met woorden

Ik denk dat hij twee delen wilt; eentje waar je kan relaxen en eentje waar kinderen kunnen spelen, misschien met 2 voetbalhonkjes. Hoe zou je het gescheiden zien en of wil je het helemaal niet gescheiden? Waarom wil je een koffietentje daar? Of wil je dat helemaal niet?

### Stap 4 & 5: Foto's met geluid & voorkeur

Ze ziet niet echt verschil tussen de drie, want bij alle drie had ze wel een beetje hetzelfde

idee, maar als ze zou moeten kiezen zou ze toch voor die met geluid gaan, omdat je daar-door wel iemand wat beter begrijpt waarom hij iets vindt.

### Stap 6: Wat wil je niet?

Ze zei direct ja toen ik vroeg of ze zou willen weten wat hij niet zou willen. Daarmee gaf ze aan dat dit wel beter begreep wat hij met de plek zou willen.

### Stap 7: Verhaal vertellen

Ligt er natuurlijk aan hoe belangrijk die plek voor haar is en of ze er ook een stemvormer over heen zou krijgen. Ze zou het liefst wel anoniem gevonden worden.

## Insights

- It is important to understand what the creator doesn't want at this place to understand him better.
- Quote: "Sommige plaatjes hebben een eigen interpretatie, wat ervoor zorgt dat ik iets anders denk dan andere over een bepaald beeld." Interpretation differs per person.
- P2 prefers photos & sound (prototype 4.3) over photos & words (prototype 4.2), because it explains the why behind the images.
- P2 prefers to be anonymous, when she should record a story. She was not so sure if she should record something.
- It is depending on how important the public space is for her, what activates her to do something.

## Limitations

Although the intervention is only tested with two participants in the same age group, the intervention gave new insights in what are interesting directions to research.

The participants were not attached to the

place, this makes it difficult to empathize in the situation. This could have had an influence on the results of step 7. Although this should have an effect on that both participants were doubting about providing a sound, there are also people in a neighborhood that want to have an opinion about places that they are not attached to it. Therefore, this limitation is interesting for further research.

## Conclusions

### **What type of information does people need to understand an idea?**

- The pictures on the photos are vague and ambiguous, which result into different interpretations.
- It is also important to understand what people do not prefer to understand their idea better.

### **What type of information does create most empathy for the idea?**

- The combination of images and sound personalize the idea and also result into more empathy for the creator.
- According to the participants, it is also interesting to know why people choose these ideas. The idea of the creator was also vague (not specific objects), this makes it also difficult to understand what the creator meant (also with the sound).

### **What activates people to record a story?**

- It is difficult to activate people to record a story. This is also depending how important the place for people and if their story will be anonymous.

# Intervention 5: card set to discover concerns

## Appendix F.5

The insights of intervention 1-3 was used to develop the card set that is tested in intervention 4. This card set consisted of 11 questions that determined the concerns of the place of different sides. The aim of this intervention was to test if the questions respond to the needs of people related to what they want to say about a place and to discover if people needed to talk first about the current situation before they could come up with new ideas.

### Research goals

- Explore if people can give enough information with this card set
- Explore which questions are important for people to provide and receive
- Explore if people understand the aim of the card set
- Explore if the answers are generable (possibility to do something with the data)

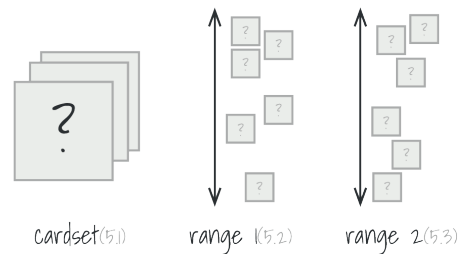


Figure F5.1: Intervention 5

### Approach

Two participants received a card set with 11 different questions about the public space in front of their neighborhood. To empathize the participants with the scenario, an example of the concept was photoshopped in the public space in front of their house. Both participants live in a different neighborhood (Amsterdam and Alphen aan den Rijn). After the participants finished the questions in the card set, the participants were asked to range the questions on importance twice:

1. What do other people need to know about you?
2. What do you want to know about other people?

Pictures were taken of the produced materials and developed ranges (2) of the participants. These materials were analyzed afterwards.

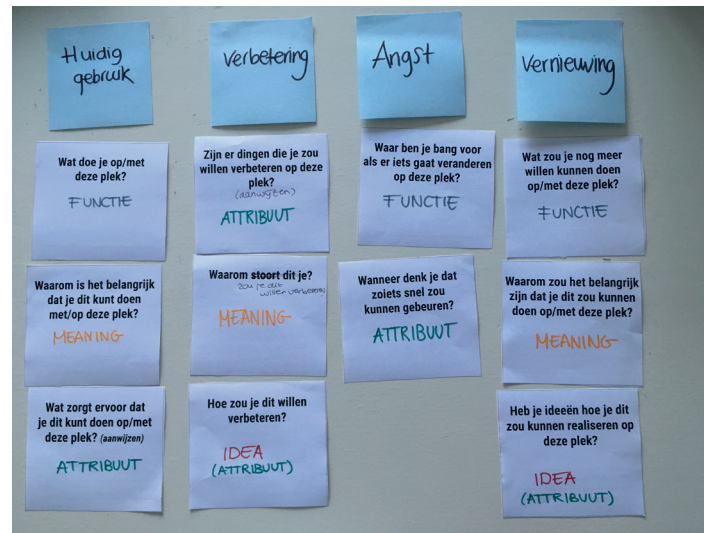


Figure F5.2: Cardset (prototype 5.1)

## Procedure

### Stap 0: introductie scenario

Stel je voor dat je woont in het huis van je ouders en er staat een installatie op deze plek voor je huis (plaatje tonen), die jou een aantal vragen gaat stellen.

### Stap 1: card set

Testpersoon krijgt kaartjes met vragen toegewezen die ingevuld mogen worden. (we doen het niet in de vorm van een interview, zodat er gekeken kan worden of de vragen uitnodigend genoeg zijn om te antwoorden)

### Stap 2: interview

- Wat denk je dat dit product doet? Van wie denk je dat dit product is?
- Heb je het idee dat je genoeg informatie over deze plek en wat je er mee zou willen hebt kunnen geven? (Waarom wel/niet?)

### Stap 3: range 1 (persoonlijk)

Zou je de vragen voor mij op belangrijkheid voor jou kunnen leggen?

### Stap 4: range 2 (buren)

Als je je nu even voorstelt dat iedereen hier in de buurt naar dit product komt om jou vragen te stellen. Wat zou je dan belangrijk vinden van je burens? Gebruik hiervoor de vragen kaartjes en dezelfde range als hier boven.

## Results participant 1: woman (24)

### Stap 0: introductie scenario

"Als dit er zou staan, dan zou de buurt daar niet zou blij mee zijn."

### Stap 1: card set

Ze vond het jammer dat ze de antwoorden niet aan mij kon vertellen:

"Ik wil heel graag meer vertellen"

Later aan haar gevraagd of ze iets miste, dat niet.. maar ze werd heel enthousiast van vertellen waarom het zo'n fijne plek is.

### Step 2: interview

*Wat denk je dat dit product doet?*

Met dit product kun je kritisch kijken wat de invulling is van de ruimte. Dit zou ervoor kunnen zorgen dat we beter realiseren hoe waardevol deze plek is voor ons als buurt, maar ook ons inzicht geeft hoe we deze plek met elkaar beter kunnen maken.

*Van wie denk je dat dit product is?*

Gemeente Amsterdam

*Heb je het idee dat je genoeg informatie over deze plek en wat je er mee zou willen hebt kunnen geven? (waarom wel/niet?)*

Ik heb wel het idee dat ik alle kwadranten heb kunnen geven, wat ik wel leuk vind, wat ik toekomstig leuk zou vinden, wat niet en wat nieuwe ideeën. (ze evolueert wat ze heeft gezien), ze had misschien nog willen aangeven waarom ze de plek fijn vond zelf, want nu had ze dat alleen maar gegeven van de buurt.

### Stap 3: range 1 (persoonlijk)

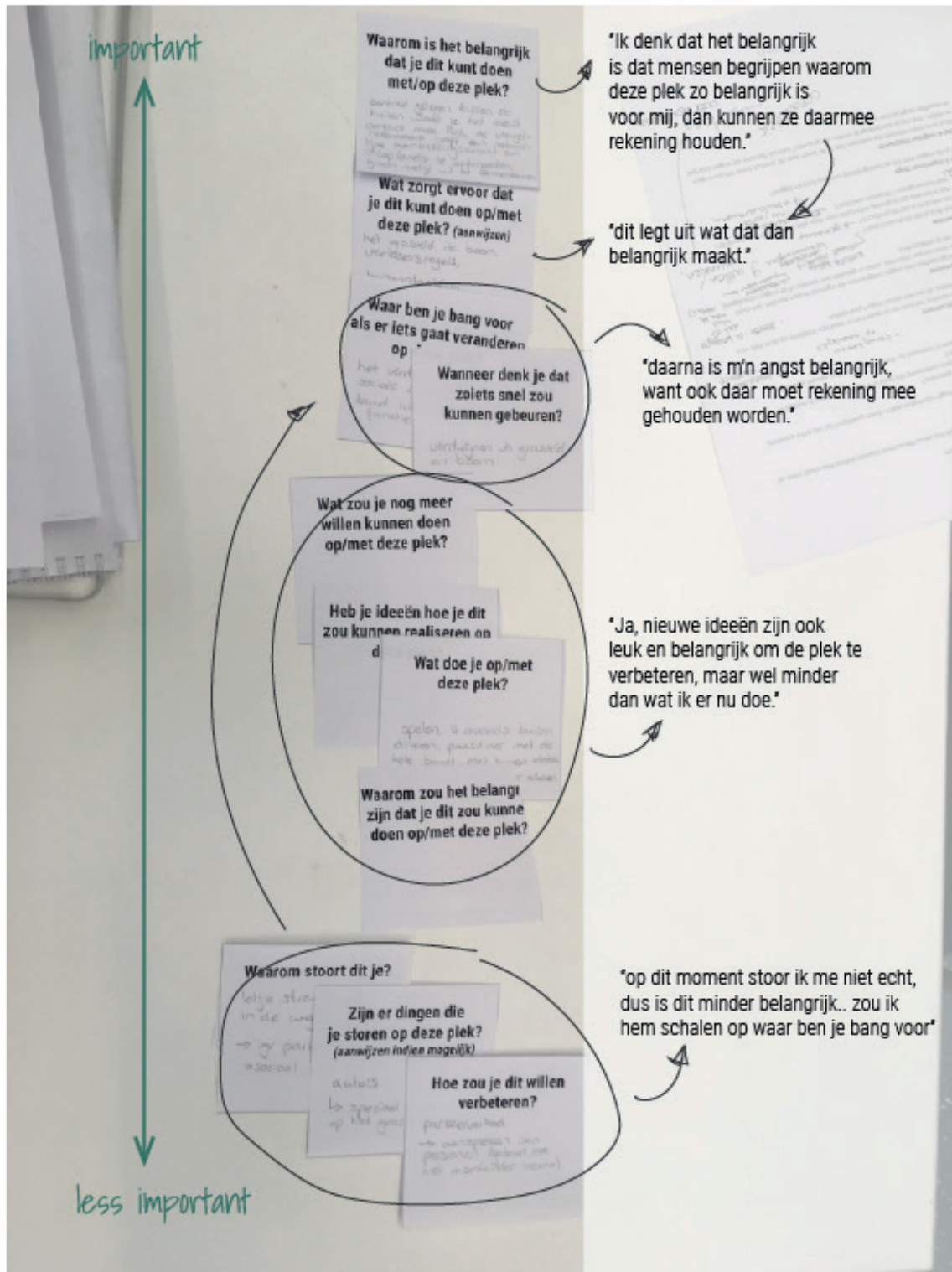
Ze deelt alles direct in groepjes die ze ziet?

Dit zijn ook precies de groepjes die ik heb gemaakt. Kun je daar niet één duidelijk vraag van maken? Of moet je mensen wel zo erg gaan begeleiden? (zie figure F5.3)

# Wat vind je belangrijk dat mensen van je weten over de plek?

## Quotes

Figure F5.3: Range important questions for participant 1





### Stap 4: range 2 (buren)

Ze vindt anderen dingen belangrijker van andere te weten dan dat ze vindt van zichzelf

Wat vind je belangrijk te weten van anderen over deze plek?

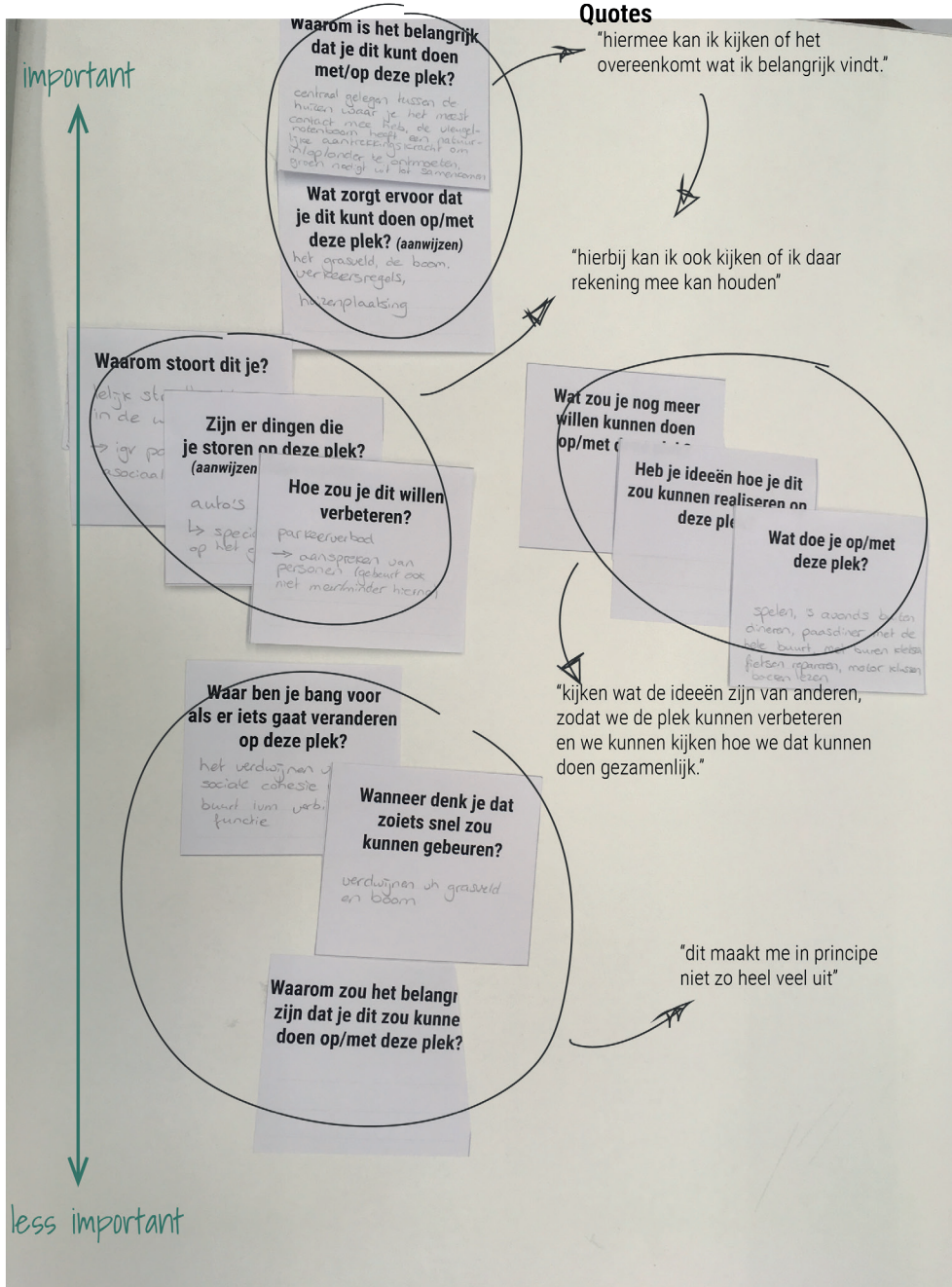


Figure F5.4: Range important questions to know about neighbors P1

## Analyse antwoorden card set

De antwoorden op de vragen in de card set zijn geanalyseerd en de ranges zijn opgenomen in de volgende tabel om ook hieruit conclusies te kunnen trekken. Deze conclusies zijn trekken in de conclusie aan het einde van deze appendix.

Vraag	Antwoord analyse	Zelf	Anderen
Wat doe je op/met deze plek?	Zowel frequente, als eens per jaar activiteiten worden genoemd op deze plek		
Waarom is het belangrijk dat je dit kunt doen met/op deze plek?	De waarom is relevant voor alle functies die ze geeft.	+++	+++
Wat zorgt ervoor dat je dit kunt doen op deze plek?	Aanwijzen zorgt ervoor dat mensen gaan om-cirkelen op de tekening wat ze precies bedoelen.. ze willen daar wel bij schrijven.	+++	+++
Zijn er dingen die je storen op deze plek?	2 antwoorden op deze vraag, vervolg vragen gebruikt ze het pijltje voorzelfde antwoord.. sommige vragen moeten dus dubbel gesteld worden		++
Waarom stoort dit?	"Kijk het is jammer, maar het is niet super erg.. en ik weet ook dat het niet opgelost kan worden" Ze wil een gradatie van hoe erg iets haar stoort aangeven.		++
Hoe zou je dit willen verbeteren?			++
Waar ben je bang voor als er iets gaat veranderen op deze plek?	Functies (niet specifieke attributen worden genoemd)	++	
Wanneer denk je dat zoiets snel zou kunnen gebeuren?	Nu worden wel specifieke elementen genoemd (evt. kaart weer voor gebruiken)	++	
Wat zou je nog meer willen kunnen doen op/met deze plek?	Extra toelichting nodig voor deze vraag.. aanvulling was wel duidelijk: Wat zijn andere activiteiten die je zou willen doen op/met deze plek (die je nu niet doet)?		++
Waarom zou het belangrijk zijn dat je dit zou kunnen doen op/met deze plek?	Ze had geen directe ideeën met deze plek.. misschien omdat ze hier altijd is opgegroeid en de plek niet anders kan zien. Toegeëigende plekken zijn moeilijk te veranderen, het is belangrijk om daarom mee te nemen wat de huidige functies zijn en die te behouden. (dit is ook waarom ze haar angst belangrijk vindt)		++
Heb je ideeën hoe je dit zou kunnen realiseren?			++

Table F5.1: Analysis answers on the card set questions P1



## Results participant 2: man (53)

### Stap 1: card set

De opdracht was duidelijk voor de participant. Hij vulde meteen alle vragen in.

### Stap 2: interview

*Wat denk je dat dit product doet?*

Op deze manier kan ik een stukje identiteit van mezelf vertellen en waarom ik me verbonden voel aan deze plek.

*Van wie denk je dat dit product is?*

Gemeente Alphen aan den Rijn

Heb je het idee dat je genoeg informatie over deze plek en wat je er mee zou willen hebt kunnen geven? (waarom wel/niet?)

Hij miste eigenlijk niets in de vragen, het enige wat hij jammer vond was dat het nu voornamelijk over hemzelf ging. Zijn persoonlijke belang, maar zoals hij zij 'ik had ook graag gedacht in het belang van mijn straatje, het groepje waar in ik zit. Daar kan ik nu niks over kwijt'.

### Stap 3: range 1 (persoonlijk)

Hij deelt alles ook (net als P1) in in de groepjes die ik ook had gemaakt. Vervolgens gaat hij kijken wat hij dan van deze groepjes belangrijker vindt. Welke vraag binnen deze groepjes boven aanstaat, is geen patroon in te vinden (zie volgende pagina F5.5).

### Stap 4: range 2 (buren)

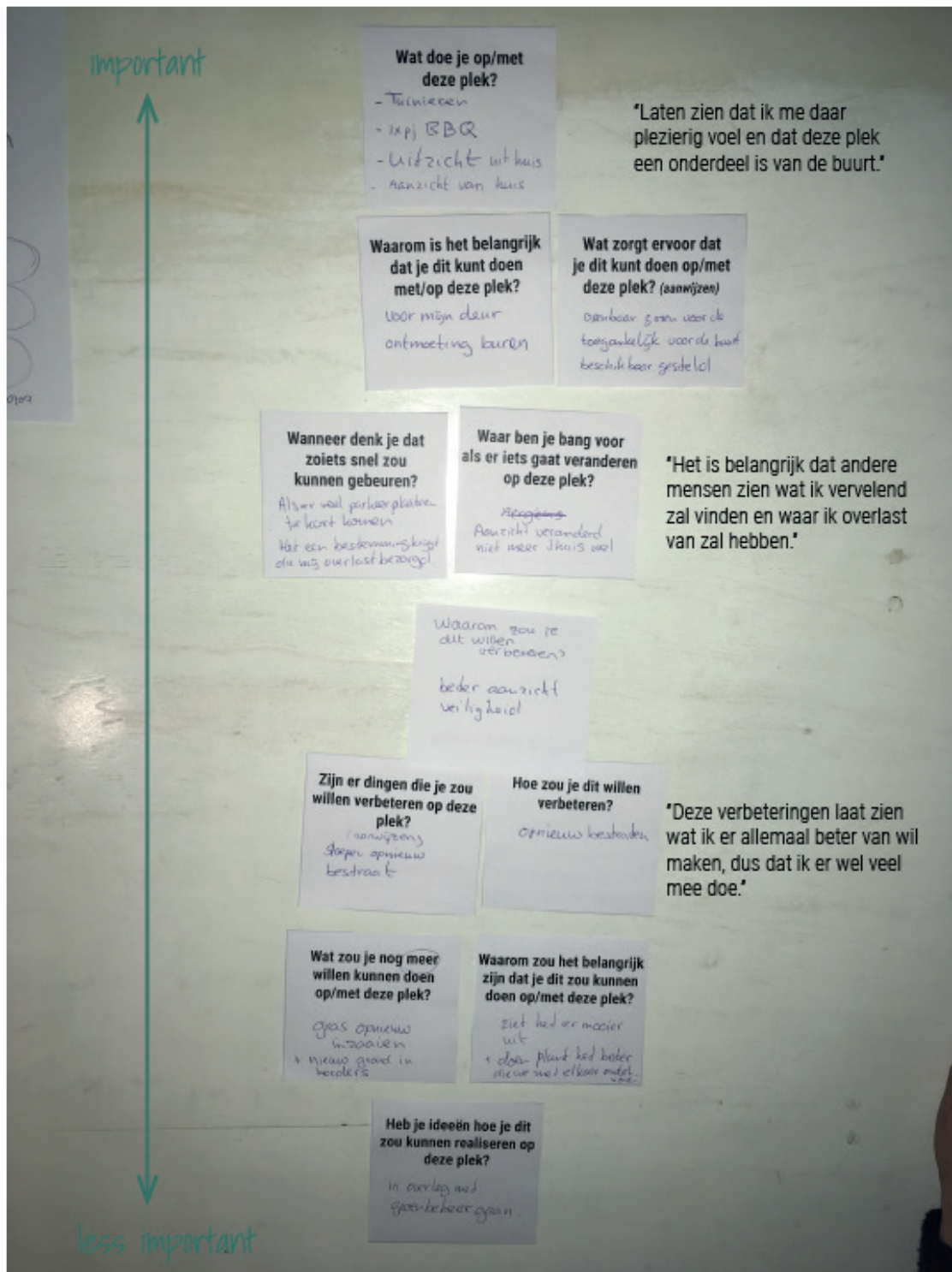
De range verschilt hierbij met step 3, omdat het voor hem belangrijker is om te weten wat hij wilt veranderen, omdat dit ook aansluit op zijn angst (die hij in step 3 wel op 2 heeft gezet). Toch vindt hij in beide situatie, de huidige situatie belangrijk om elkaar te kunnen begrijpen (zie volgende pagina F5.6).

### Insights

- The concept photoshopped in the public space in front of her house activates P1 to give her opinion.
- P1 likes to talk over herself. Writing is not the right way to communicate her enthusiasm and it costs also a lot of time.
- The card set makes her aware of how important and extraordinary this place is for her. It is also activates her to think about improvements for this place.
- The concept is being interpreted by an independent party.
- P1 didn't give a personal opinion when answering the questions, but answered the question in the perspective of her neighborhood. It should be more clear that the questions are the personal opinion of the participant.

# Wat vind je belangrijk dat mensen van je weten over de plek?

Figure F5.5: Range important questions for participant 2



# Wat vind je belangrijk te weten van anderen over deze plek?

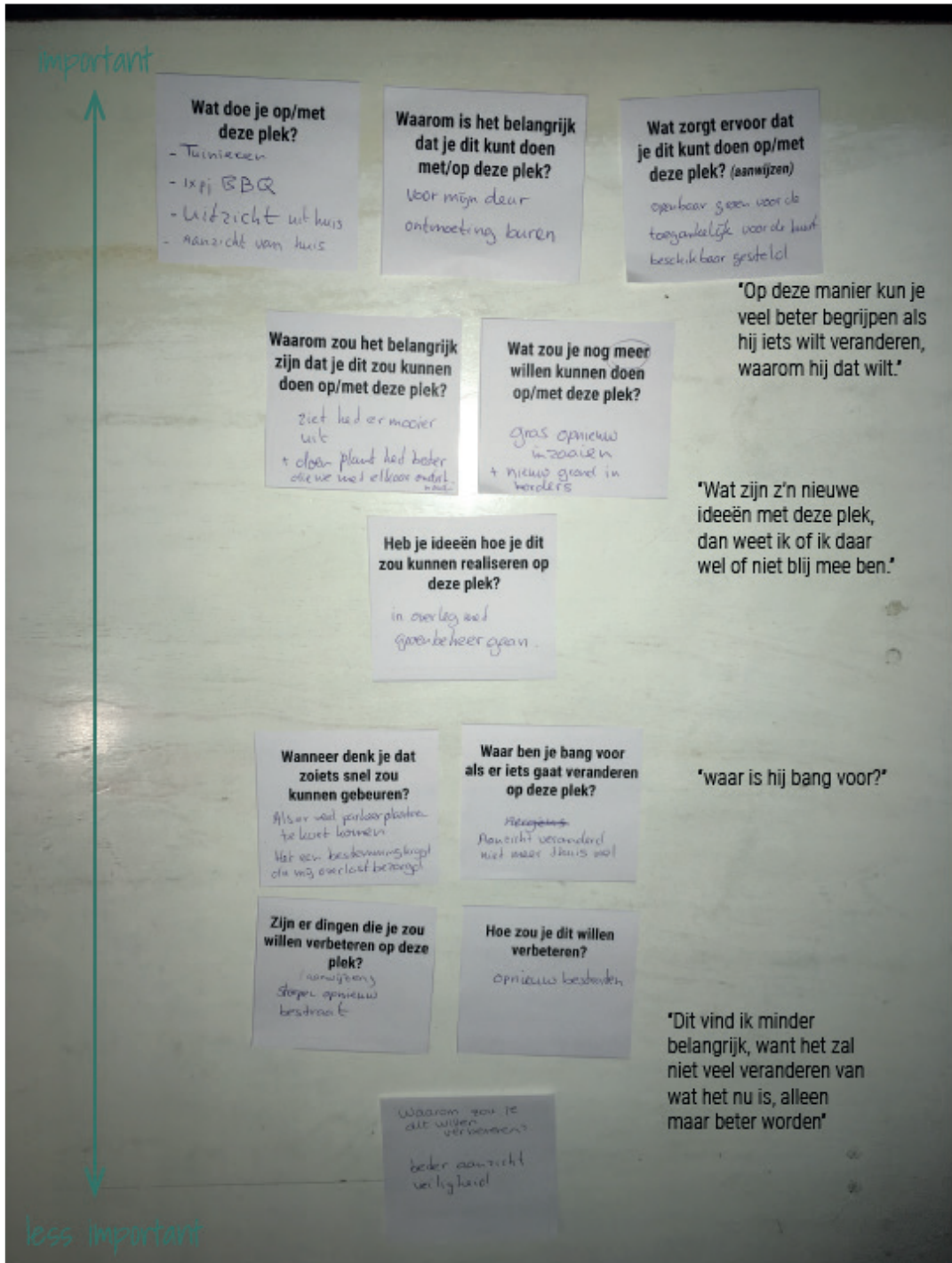


Figure F5.6: Range important questions to know about neighbors P2

## Analyse antwoorden card set

De antwoorden op de vragen in de card set zijn geanalyseerd en de ranges zijn opgenomen in de volgende tabel om ook hieruit conclusies te kunnen trekken.

Vraag	Antwoord analyse	Zelf	Anderen
Wat doe je op/met deze plek?	Zowel frequente als eens per jaar antwoorden en waaronder functies zoals uitzicht en aan-zicht (goed om te weten dat deze vraag dat ook aanroept, daar twijfelde ik nog over)	+++	+++
Waarom is het be-langrijk dat je dit kunt doen met/ op deze plek?	De waarom is niet direct gekoppeld aan de activiteit, omdat de waarom overkoepelt. De waarom is niet heel diepgaand, was het mis-schien wel geweest als hij voorbeelden had gehoord.	+++	+++
Wat zorgt ervoor dat je dit kunt doen op deze plek?	Moeite met wat precies bedoeld werd met deze vraag. Uiteindelijk wijst hij niks aan en schrijft hij een paar vage begrippen op die niet specifiek een attribuut zijn.	+++	+++
Zijn er dingen die je zou willen verbete-ren op deze plek?	Betere vraagstelling dan storen, mensen den-ken veel positiever. Hier geeft hij wel een spe-cifiek attribuut. Mensen willen wel graag eerst het idee geven in plaats van zeggen wat er nu niet goed is.		
Waarom zou je dit willen verbeteren?	Vooral uitgelegd wat er verbetert en dat vind hij belangrijk		
Hoe zou je dit willen verbeteren?	Zelfde ingevuld als vraag 4. Kennelijk is het moeilijk om die vragen op te splitsen.		
Waar ben je bang voor als er iets gaat veranderen op deze plek?	Eerst vulde hij deze vraag niet in, maar later toen ik vroeg wat belangrijk was dat anderen van hem wiste, realiseerde hij dat deze plek misschien wel zou gaan veranderen en vond hij deze vraag ook meteen heel belangrijk	++	
Wanneer denk je dat zoiets snel zou kun-nen gebeuren?	Eerst was hij niet heel concreet met wat dat zou maken, ik moest hem helpen met zeggen wat anderen echt moesten weten wat dit bij hem zou veroorzaken. Het moet dus echt heel duidelijk zijn dat hij dit aan de buurt bekend maakt en dat het niet voor hem zelf is.. dat realisatie punt moet heel duidelijk zijn.	++	
Wat zou je nog meer willen kunnen doen op/ met deze plek?	Geen nieuwe functie, maar weer attributen met verbeteringen. Deze vraag zorgde ervoor dat hij wat meer ging nadenken over hoe je de plek kan verfraaien (dat zei hij). Trigger om door te denken Kennelijk heeft deze persoon meer inspiratie nodig tijdens het verbeteren om zich te bedenken wat hij/zij zou willen ver-beteren.		++

Table F5.2: Analysis answers on the card set questions P2

## Insights

It is important for P2 to feel connected with his neighbors. Now, he has the feeling that it only is his personal opinion, but he would like to also give the opinion of the neighborhood. The question raises if this reinforces the current groups and if just a personal opinion will fade the borders

The current situation is important for P2 to understand what is important at this place.

## Limitations

- The scenario of P2 was not introduced with a photoshopped image, which could have influenced that this person did not realize that the public space could be transformed, while P1 was activated by this image. This limitation gave insight in that a physical object could have an important effect on the trigger.
- The card set (prototype 5.1) was only tested with two participants. This should be taken into account when using the insights.

## Conclusions

### **Could people give enough information with this card set?**

The questions in the card set gave both participants the possibility to give all their concerns about the public spaces they had. The way how people could answer the question should be more attractive. The card set confirms the hypothesis that the current situation is very important to people and it also helps them to understand what they like to improve.

Use the word improvement instead change,

this sounds less definitive.

Both participants need more inspiration to answer on the improvement question (4). Some of the question needs further research this can be found in the table on the next page (table F5.3).

### **Which questions are important for people to provide and receive?**

It is important for the participant to explain their current situation and what their fear is. In this way, people can take their concerns into account. The fear of the neighbors is less important for the participants. They would like to know more about new ideas and if they will impose their concerns about the public space.

### **Does people understand the aim of the card set?**

Both participants describe the aim of the card set as a concept that makes them aware of how important the place and what makes the place important for them. They also explained that it also helped them to understand how to improve the place.

### **Are the answer generable?**

Both participants give multiple answers on one questions. Some of the answers of a questions are related with the answers on the next questions. This is important to take into account with designing a concept. The participants give answers in the way as expected (activities, attributes and meanings) this is generable if the participants will receive a format in which the answer can be provided.

Vraag	Expected answer	Conclusions	Aanpassing
Wat doe je op/met deze plek?	Activity	Easy to answer. Both participants came up with one activity.	No adjustments
Waarom is het belangrijk dat je dit kunt doen met/op deze plek?	Meaning	The answers are connected with the previous questions.	No adjustments
Wat zorgt er-voor dat je dit kunt doen op deze plek?	Attribute	This answer is depending per person.. it is needed to investigate how the answers on this question could be generalized.	Search for some-thing to appoint or visualize the attribute
Zijn er dingen die je zou ver-betert willen hebben?	Activity	Multiple answers that are connected with the next question	How could you connect answers?
		Instead of giving an activity people give directly attributes as answer on this question	Is dit de juiste vraagstelling, vraag aanpassen?
		People want to rate their improvements related to importance..	Hoe kun je gradatie in de antwoorden aangeven?
Waarom zou je dit willen ver-beteren	Meaning	-	
Hoe zou je dit willen verbeteren?	Attribute	People answer this question as how could we realize the proposed idea instead what is needed to create this improvement (attribute)	Improve the 'improvement questions' (4-6) related to these insights.
Waar ben je bang voor als er iets gaat ver-anderen op deze plek?	Activity	Both participants came up with activities that could have an effect on their current activities.	No adjustments
Wanneer denk je dat zoiets snel zou kunnen gebeuren?	Attribute	The answers are kind of vague.. it is difficult to understand what is meant with this question.	Examples could help to make the question more concrete.
Wat zou je nog meer willen kunnen doen op/met deze plek?	Activity	It is not clear for both participants that this question aims to new or future activities instead of improvements. Both participants does not give a good answer on this question, because they like the current situation.	Making more clear what is meant with this question. Give people inspiration to also take the fear.
Waarom zou het belangrijk zijn dat je dit zou kunnen doen op/met deze plek?	Meaning	Both participant did not answer this question, so no conclusion could be made.	

Table F5.3: Conclusions per answer







# Conclusions design explorations

## Appendix F.7

The analysis of the design activities and explorative prototypes resulted into seven themes that are important pillars for the final concept. The arrangement in these themes gave insight in what is learned during the design process and how decisions are made to create design criteria for the final concept. The themes also gave insight in the mutual relation between the themes and how the goals described in the design brief are connected to the final concept (figure F7.1)).

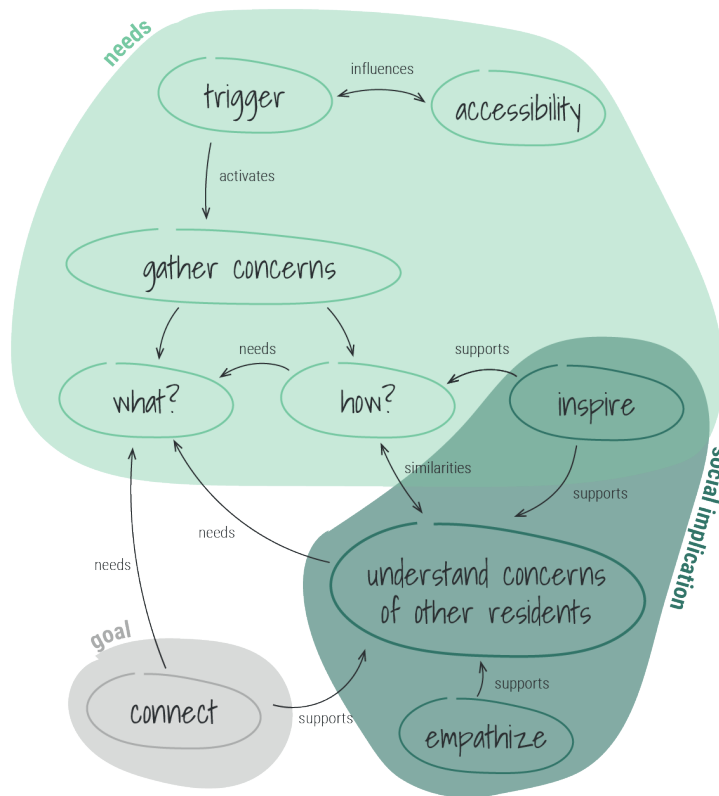


Figure F7.1: Themes design process

### Relation

The relation between the themes shows the importance of the different themes and how each theme has an influence on how the different goals will be reached.

### Needs

A trigger is needed to activate people. Therefore, it is important that the product is accessible for all relevant stakeholders. The trigger encourages people to give their

opinion about the place. Therefore, it is important to understand what the concerns are about this place and how these concerns can be gathered. A part of the target group needs inspiration to get insight in their own concerns.

### *Social opportunity*

Inspiration is not just a need for some people to develop their own concerns. It is also a way of creative thinking that will result into more open-minded thinking. The concerns of other relevant stakeholders could be used to give people insight in the new and different perspectives. In this way, people develop also more empathy for relevant stakeholders.

### *Graduation goal*

The concerns of other relevant stakeholders could also connect people that perform the same practices on this place. This shared interest could open connections with unknown people and create a sense of belong that bridges the social groups in this neighborhood. Next to the relation between people, the attachment to the place will be reinforced with this concept. People will be aware of the importance of the place and that will ensure 'a little' appropriation of the place.

### *Design activities + interventions*

Figure F7.2 & F7.3 describes all design activities and main insights of the interventions (appendix F.1-F.5) that have resulted into the following themes. A conclusion of all interventions is structured in these themes. These insights are used to design the final concept: BuurThuis.

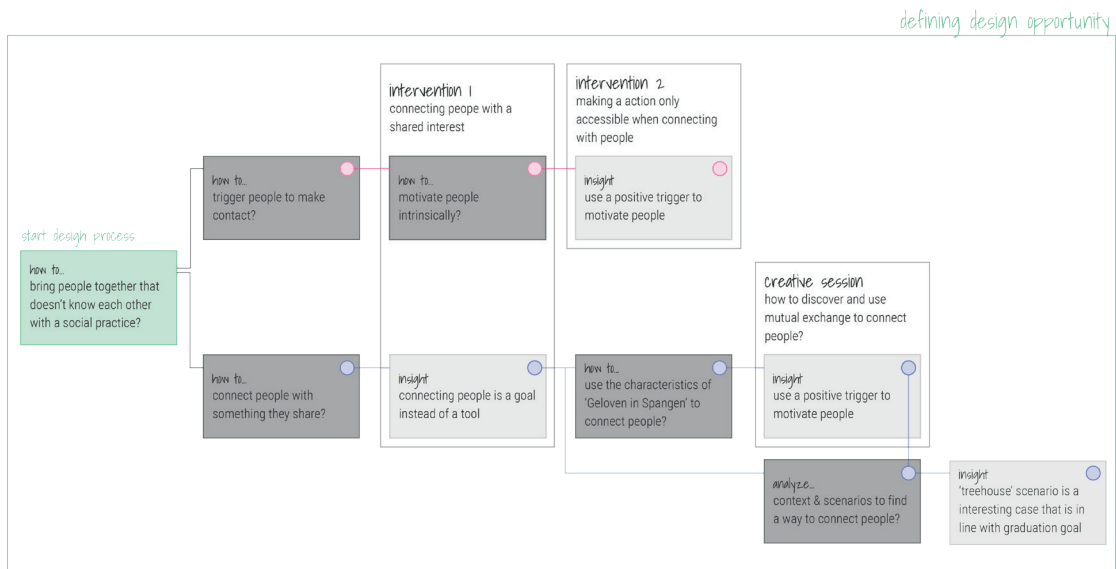


Figure F7.2: Design activities & interventions (part 1)

Further design process

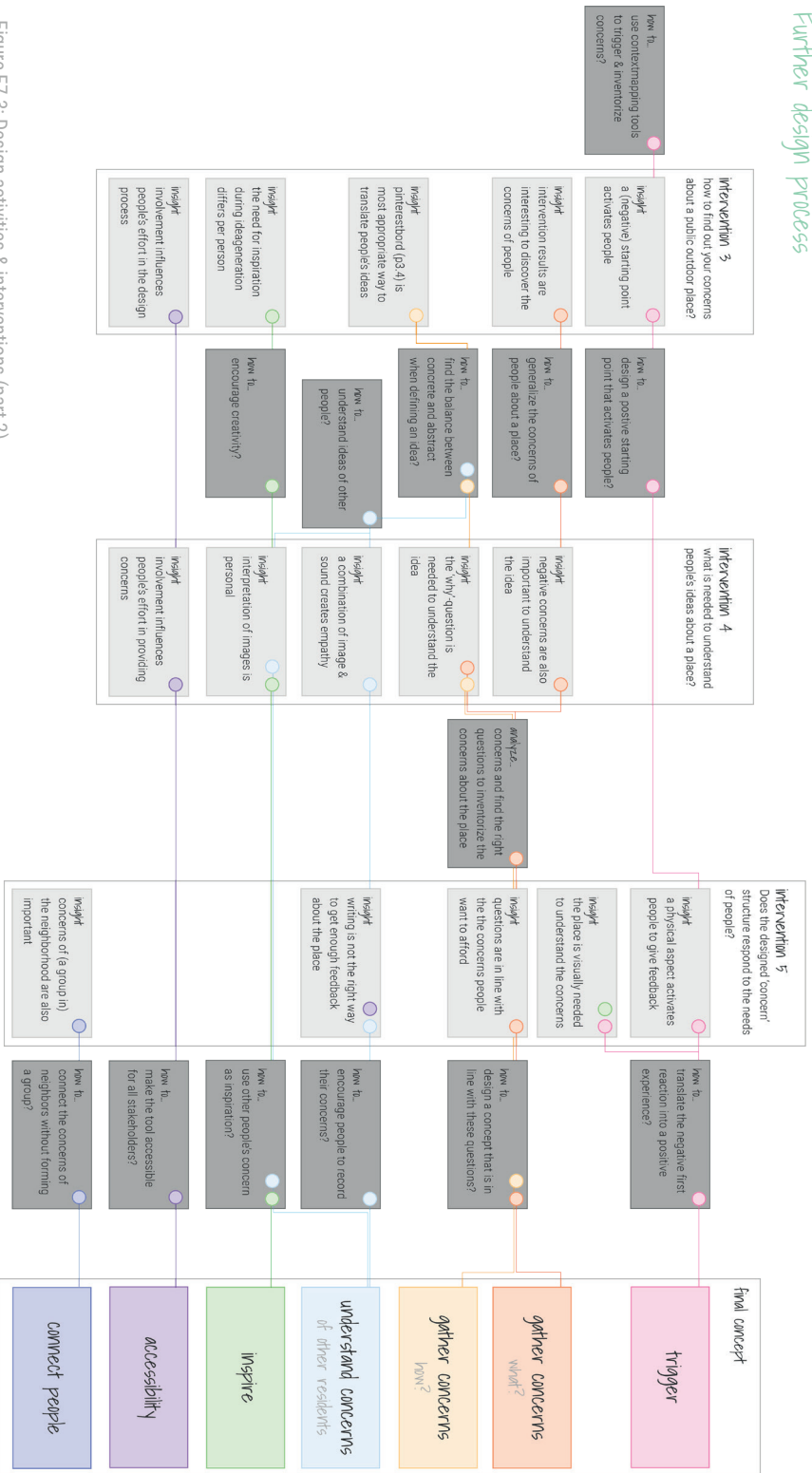


Figure F7.3: Design activities & interventions (part 2)

## Trigger

The results of intervention 1 and 2 showed that it is difficult to encourage people make contact with unknown people. A trigger is needed to activate people. The defined scenario in chapter 3.1 showed that the physical treehouses made people realize the consequences of the idea. Therefore, it was interesting to investigate if a physical object triggers people to give their opinion about the place. Intervention 3 showed that a physical object (such as a picnic table) activates people to contact the municipality. Although this is a mostly a negative trigger, the interventions showed that it is the best way to activate people. Therefore, it is important to gather concerns positively after the trigger to activate open-minded thinking

## Gathering

### What?

The results of intervention 3 showed that the concerns of a place are diverse and difficult to categorize. The intervention showed that an idea consists of two aspects, a goal and actual idea (figure F7.4). Both were tested and this turn out to be a good starting point to create personas (figure F7.5). It was interesting to investigate why persona 4 do not not agree with the goal and do not have other ideas for the place. Intervention 3 en 4 showed that people have fear for possible changes and are scared to lose the current situation. The people that did not agree with the goal, but had new ideas (group 3), came up with ideas

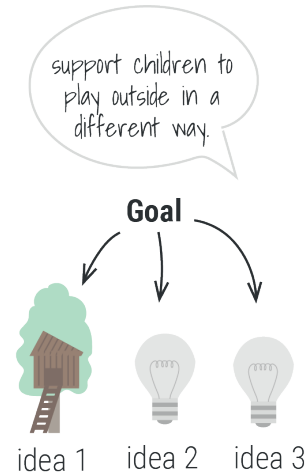


Figure F7.4: Goal vs. ideas

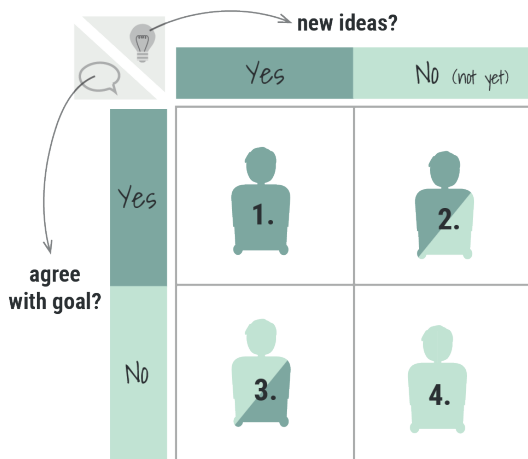


Figure F7.5: Personas

that improved the current situation. These insights show that explaining the current function of the place is far more important for people than creating new designs for this place. This resulted in four different themes; current use, improvements, fear and new ideas. Intervention 4 investigated what was important to understand an idea (or theme). The 'why-question' was really important to discover the meaning of an idea. The discovered elements in this intervention had a relation with the social practice theory. Therefore, this was used to design question that were tested in intervention 5 (appendix F.5). This intervention gave insight in how to design the flowchart for the final concept (appendix G.1).

### *How?*

Insights of the previous theme (what?) were needed to understand how these concerns should be gathered. In intervention 3, different ways of gathering concerns were tested. The Pinterestbord (3.4) responded to most personas. Therefore, this idea was used in intervention 4 to test what was needed to create empathy for the 'designer'. Explanation by sound and 'the why of the idea' were most important to create this empathy.

#### **Understand concerns of others**

The defined aspects (figure F.1) in the theme 'gathering, what?' are also based on what people need to understand about other relevant stakeholders, tested in intervention 4. Besides, how these concerns are gathered ('gathering, how?') influences if people clearly understand other's concerns. Image and sound memo's support in understanding concerns better. The different interventions showed that people would like to know the opinion of their neighbors and it also supported and inspired them to understand their own opinion about the place.

#### **Inspire**

The need for inspiration during the idea generation of a place is personal (intervention 3). Although not all people need inspiration to develop new ideas for a place, it also supports people to think flexible and be open-minded for other people. During intervention 4 en 5, it was discovered that concerns of other relevant stakeholders could also serve as inspiration. In this way, the concerns of others could be used to think open-minded and to discover people's own opinion about a place.

#### **Connect people**

The use of concerns of others to inspire people could also be used to create new connections between people. The gathered current functions of people on this place could be linked to each other. In this way, people will be connected by means of the social practice that people perform on this place instead of their background.

#### **Accessibility**

The identified personas (figure F.4) have influence on how much time and effort people are willing to put into the process. The distance between home and this place also have an influence on this. Not all people want to spend time in an intensive co-creation process, but they are open to give in 5-10 minutes their opinion. Therefore, the gathering process should be accessible, attractive and do not take too much time. People that are open for a co-creation process should be invited to participate in the following steps.







# Conceptualization

**G**

*Appendix G*

# Introduction

## Conceptualization

The generated insights during the design process in appendix F are used to design a final concept. This appendix describes the conceptualization process; flowchart, different concepts, a pre-evaluation study and concept details of the BuurThuis concept. During the design process, it is discovered that there are two designs needed to realize the desired effect; a process design (flow chart) and a product design (BuurThuis).

### Approach

The insights in the design process showed that there are two concepts needed to be designed; a process and a product. The relation between these two designs is the interaction design. The design activities in these three areas are overlapping and gave different insights in how to design the final concept (figure G.1).

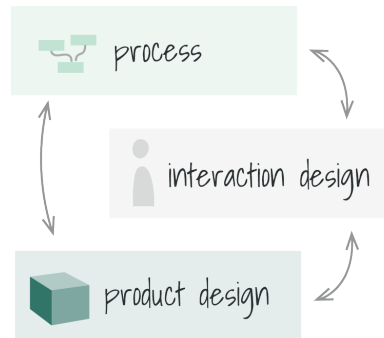


Figure G.1: related design fields

### Layers

As a result of the explorative prototypes described in appendix F.1-F.5, an overview of the aspects that define the concerns of people is made (figure G.2).

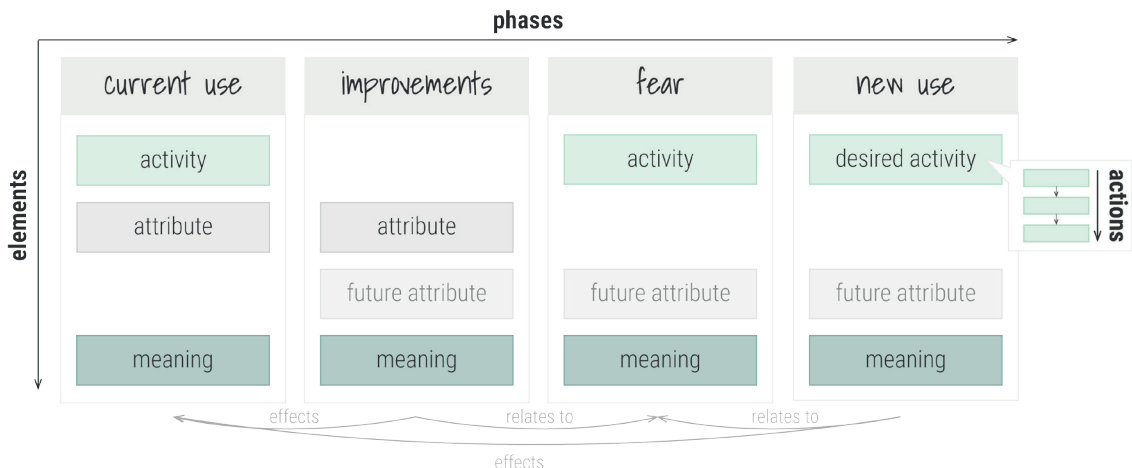


Figure G.2: Layers in the concerns of people about a public space

These aspects can be arranged in three different layers; phases, elements and actions. These layers are reflected in the conceptualization process. The final overview in figure G.2 is also based on what information is needed to make decisions about the final transformations of a public outdoor place. The arrows in the visual show that the 'new use' and 'improvement phase' have an important impact on the 'current use' phase and could be compared with the 'fear' phase to understand if there are ideas in conflict with these concerns.

### Conceptualization process

Figure G.3 describes the progress towards the flowchart and the steps that were needed to design a final product. Different design interventions resulted into four concepts (appendix G2) that were evaluated (appendix G3) and resulted into the final concept: BuurThuis.

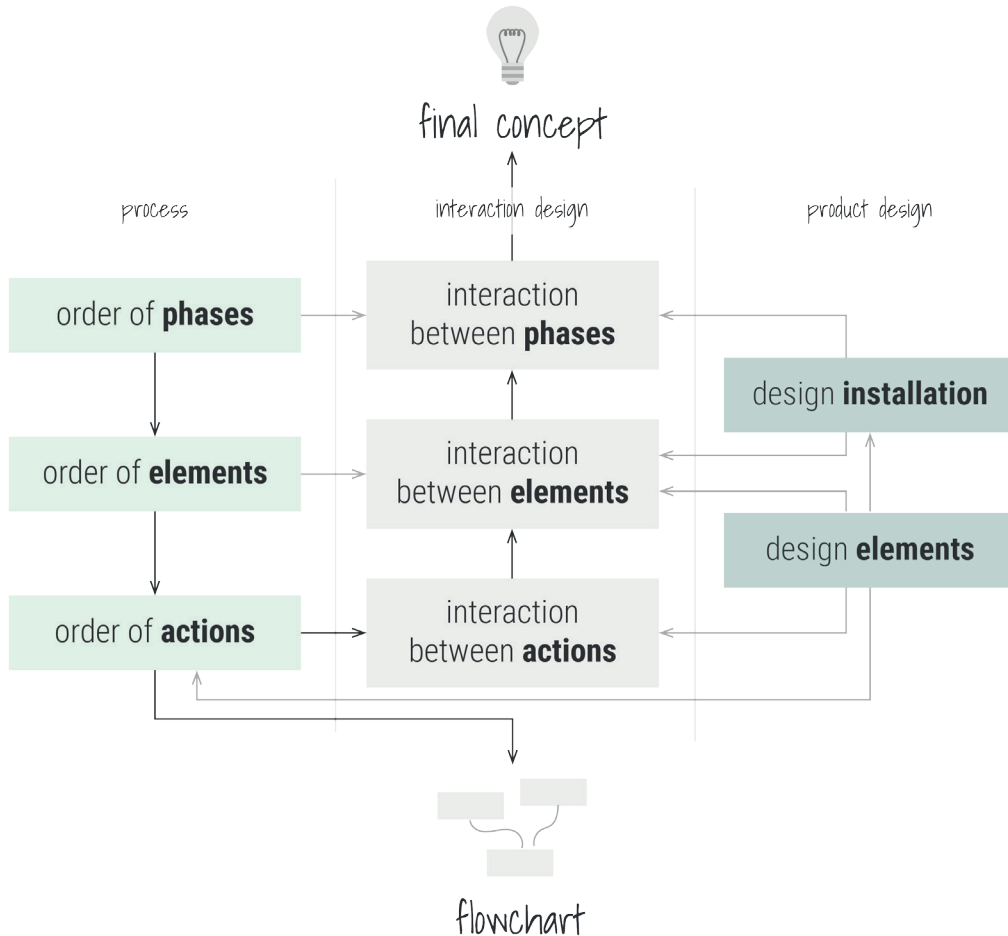


Figure G3.1: Conceptualization process

# Flowchart

## Appendix G.1

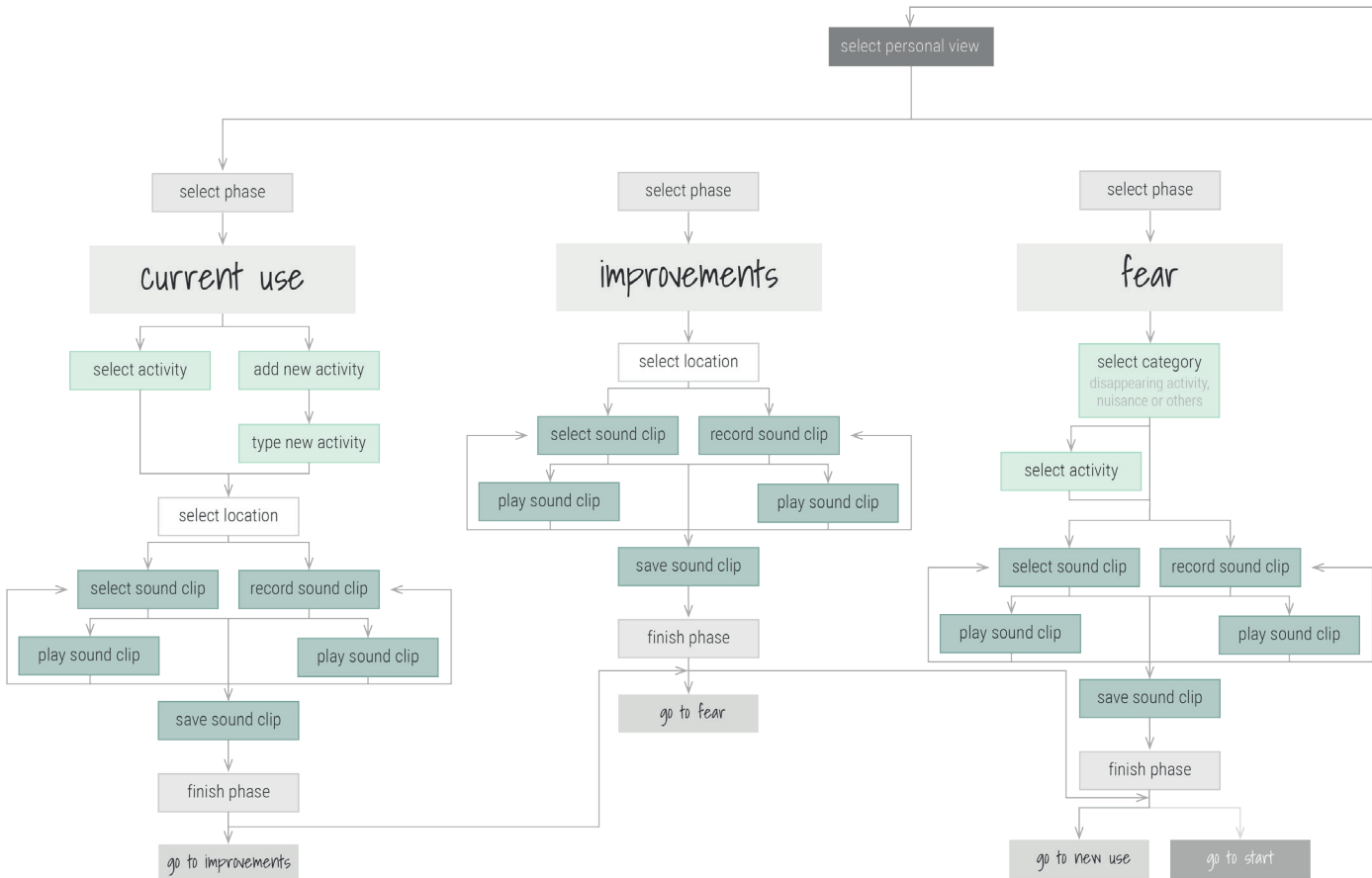
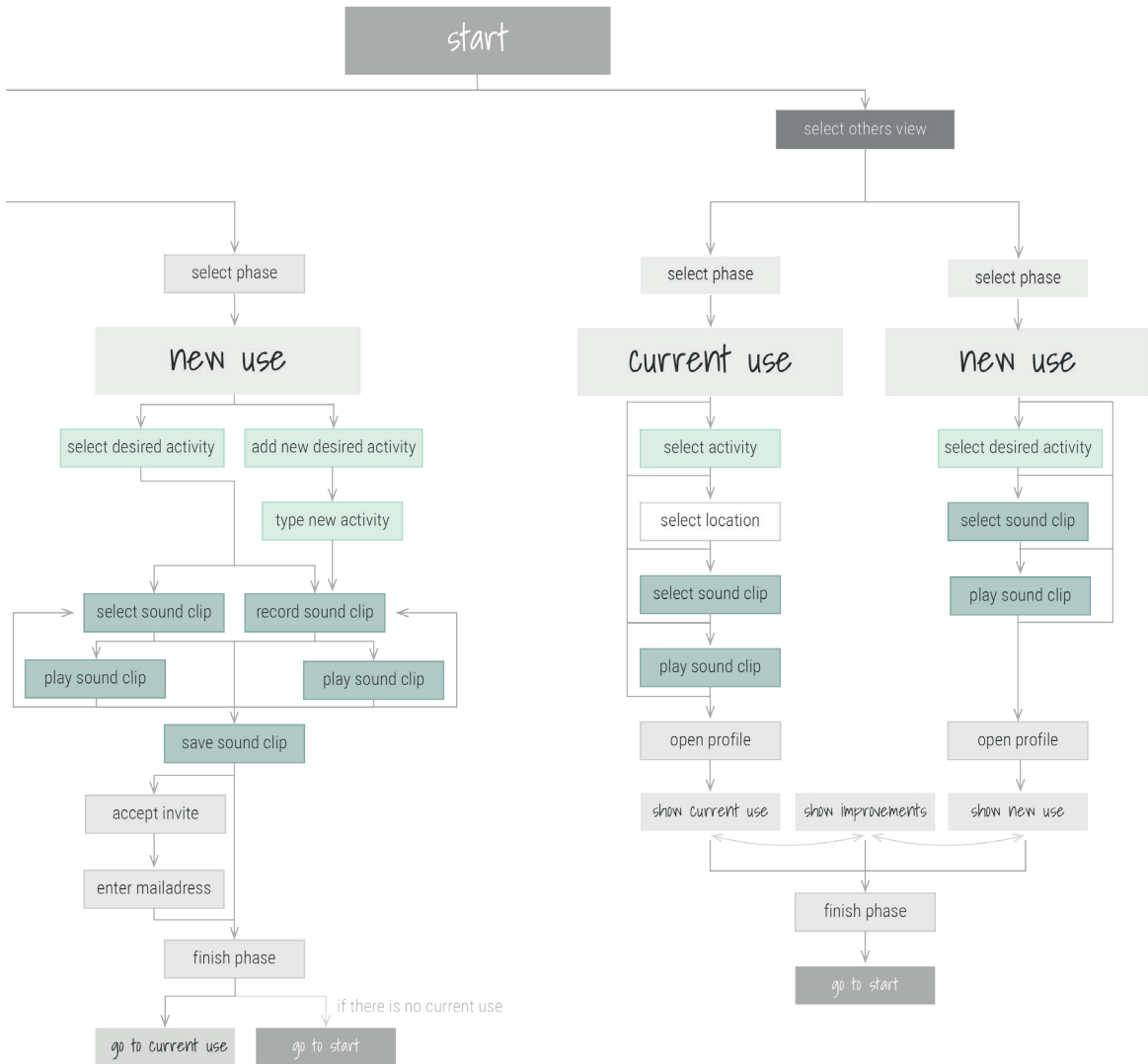


Figure G1.1: Flowchart

## Flowchart

The flowchart summarizes all explained decisions in this and previous chapters (figure G1.1). The flow chart is needed to design the interactions and installation, because it determines which functions are

simultaneously needed and when are these functions needed. Besides, it shows which relations between actions, elements and phases are needed.



# Concepts

## Appendix G.2

All insights in appendix F were combined into 4 different concept. These concepts are equally worked out. Each concept will be standing for two weeks on or next to the public space a citizen's initiative is proposed for. This give both not-working and working people the possibility to participate. All concepts gather the same elements (activities, attributes and meanings) explained in chapter 4.1 and make use of the flowchart in appendix G.1. The difference in the interaction is how the different elements are gathered (screen, device, handset, etc..).



Figure G2.1: BuurtTruck concept

### BuurtTruck

The BuurtTruck is a little car that can be easily moved to the public space. The BuurtTruck is during the two weeks open during daytime in the weekend. A person (not yet determined) should open and close the BuurtTruck to protect the expensive

equipment. When the BuurtTruck is closed (figure G2.1), it updates the interested citizens when it opens. The tablet integrated in the BuurtTruck navigates the user through the process of understanding their opinion and also view the opinion of neighbors.

## 'Aan tafel'

'Aan tafel' is a high table that does fit in each public space (figure G2.2). 'Aan tafel' is always open during daylight in the two weeks. A person (not yet determined) should open and close the BuurTruck to protect the expensive equipment. The explanation on the lid of the product updates people about the

opening hours. 'Aan tafel' consists devices that are used to connect the activities to attributes and meanings. The devices make the interaction more visible and lead the user through process of understand their opinion and also view the opinion of neighbors.



Figure G2.2: 'Aan tafel' concept





Figure G2.3: Buurtpoort concept

## BuurtPoort

The BuurtPoort is an arch that is positioned in people's walkway (figure G2.3). The BuurtPoort is always open during the two weeks. The only equipment in the product are two touchscreens that are carefully embedded. The users could always view the

opinion of their neighbors and need to use an app on their telephone to participate. The app navigates the participant through the process of understanding their own opinion.

## Wijkbewijzering

The Wijkbewijzering looks like a park signing and literally signs (with arrows on the floor and lighting up screens) the user through the process of understanding their opinion and viewing the opinion of others (figure G2.4). User can step inside to give their

personal opinion or step outside to view the opinion of others. The Wijkbewijzering is always open during the two weeks. The equipment consists of multiple screens that are carefully embedded.

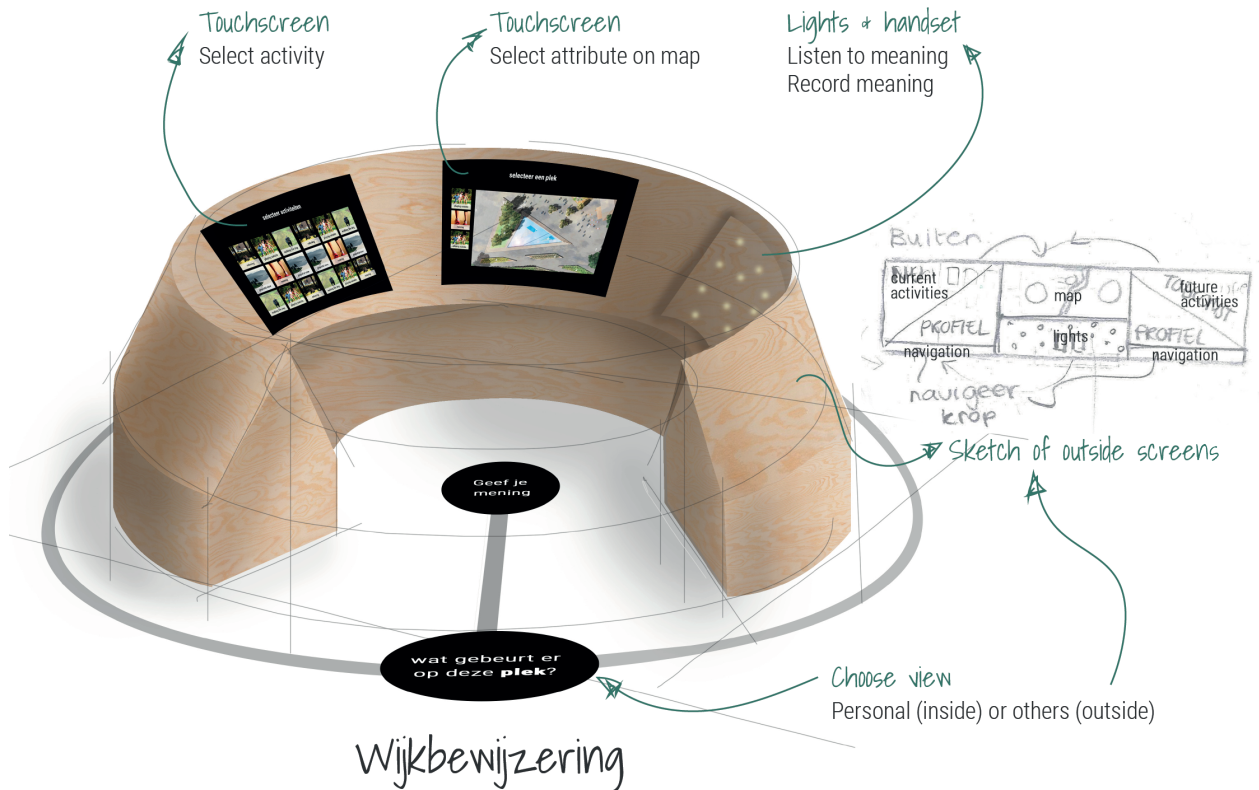


Figure G2.4: Wijkbewijzering concept

# Pre-evaluation study

## Appendix G.3

**A pre-evaluation was conducted to make a final decision for the appearance of the final concept, because this was not tested during the design explorations. The pre-evaluation study gives also the possibility to ask the participants last questions to confirm assumptions and to make final design decisions.**

### Research goals

- Explore people's first impression of the concepts
- Explore if people understand the function of the concepts
- Discover what influences the appropriation of the different concepts
- Confirm some last assumptions to make final design decisions

### Research environments

All participants were tested in their own house. There 2x2 participants that live in the same house but are tested independently. All other participants live in a different neighborhood, which means that the public spaces that are used to create a realistic scenario differed. Therefore, a silhouette of the concepts is photoshopped in the public space in front of their house for each of the participants.

### Participants

Seven participants that live in 5 different neighborhoods that had a different distance to the public space and involvement in the neighborhood were tested to include a broad target group in this pre-evaluation test. The design explorations in appendix F showed that involvement and distance to the public

space could have an important influence on how people want to be involved in the public space. Figure G3.1 shows how the different participants represents the different target groups. None of the participants lived in Spangen, but participant 6 lived for a long period in her life in the neighborhood of Spangen. This gave insight in the context of this research.

### Prototype (interventions)

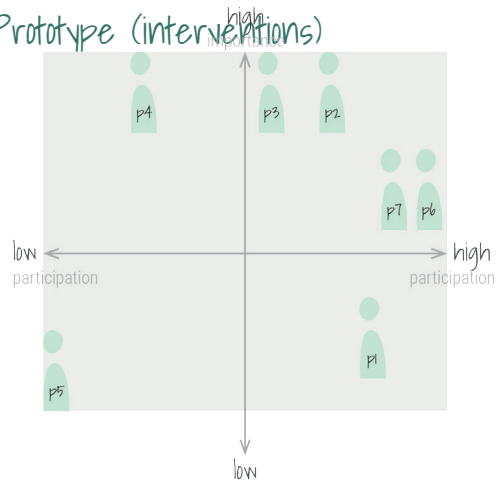


Figure G3.2: Participant estimated on involvement & distance to the public space where the concept was established. Drawings of four concepts were used in this intervention to test peoples first impression. The concepts were all worked out on the same level and could be found in appendix G.2.

## Approach

All participants were asked to give their first impression on how they should react if one of the concept is located on the public space in front of their home. The sequence of the concepts switched per participants to enable the sequence had no effect on the results. Table G3.1 shows the sequence of concepts that is used for the pre-evaluation. After the 4 concepts were shown, the participants received some question about the working of the concepts, differences and preferences. A more detailed explanation next to the drawings of the concepts was explained after these questions to discover if people understand the initial function of the concept. After this explanation, last questions were asked about different elements of the concept to give insight in last design decisions. Notes were taken during the test and directly afterwards documented. The results are documented in Dutch to keep the origin of the data. These results are analyzed, and a final conclusion is documented in English.

## Procedure

The procedure is in Dutch, because all tests were conducted in Dutch.

### Vragen per concept

“Je stapt zometeen de deur uit en je ziet dit naast het beeld dit staan.”

1. Wat is uw eerste reactie? Waarom? (En wat als dit er na een week nog zou staan?)
2. Zou u ernaartoe gaan? Waarom wel/niet?
3. Wat denkt u dat het product doet?
4. Wie denkt u dat dit product er neer heeft gezet?

“Nu wordt in plaats van dit product er iets anders neergezet..”

*[Herhalen vragen voor elk concept]*

	Gender	Age	Neighborhood	Wijkbewijzing	Buurttruck	Aan tafel	Buurtpoort
P1	Woman	57	Alphen aan den Rijn, Het oude ambacht	1	2	3	4
P2	Woman	64	Alphen aan den rijn, Evenaar-oost	3	1	4	2
P3	Woman	62	Leiden, Merenwijk	4	3	2	1
P4	Man	63	Leiden, Merenwijk	1	4	3	2
P5	Woman	23	Amsterdam,	4	2	1	3
P6	Woman	72	Delft, Hof van Delft	2	1	4	3
P7	Man	68	Delft, Hof van Delft	2	3	1	4

Table G3.1: Overview participants & sequence concepts

## Vragen alle concepten

### *Concept verschillen*

1. Welk van deze vragen geeft u het meeste informatie wat er gebeurt op deze plek?
2. Op welk product(en) zou u het snelst afstappen? Waarom? En op welke juist niet? Waarom?
3. Welk product(en) zou u hinderlijk vinden op deze plek? Waarom? Welk product heeft uw voorkeur?
4. Hoe lang zou het product ervan u mogen staan? Is dit afhankelijk van het type product?

### *Toe-eigening*

1. Vindt u dit product een goede manier om op de hoogte te worden gesteld van eventuele veranderingen van 'de beeldentuin'? Waarom wel/niet?
2. Een aantal van deze concepten moet beheerd worden. Elke ochtend/avond moet het product geopend of gesloten worden. Wie zou volgens u daar geschikt voor zijn?
3. Als er aan u gevraagd zou worden of je 2 weken lang elke ochtend/avond het product zou willen open en sluiten. Zou u dit dan willen doen?
4. Als het aan uw overburen gevraagd zou worden en u komt erachter dat ze hiervoor gevraagd zijn, wat zou u reactie daarop dan zijn?

### *Uitleg concept*

Via het product kun je aangeven wat je op deze plek doet, waarom je dat belangrijk vindt, wat je verbetert zou willen, je angst en nieuwe ideeën.

Via het product kun je bekijken wat anderen mensen doen of wat de ideeën zijn die mensen hebben met deze plek.

## Vragen na uitleg concept

### *Belangen van anderen*

1. U kan in dit product ook zien wat anderen mensen doen en willen met deze plek. Zou u dit bekijken? Waarom wel/niet?
2. Zou u willen weten van wie deze reactie komt? Waarom?
3. Als u zou weten wie dezelfde mening deelt, zou u dan op deze persoon afstappen? Waarom wel/niet?

### *Mening geven*

1. Zou u uw mening geven door middel van dit product? Waarom wel/niet?
2. Met het product is het mogelijk om een mening van iemand anders te gebruiken wanneer u het daarmee eens bent of om zelf u mening in te spreken. Waarvoor zou u kiezen? Waarom?
3. Zouden buurtgenoten van u mogen weten wat u heeft ingevuld of ingesproken in het product? Waarom wel/niet? (of liever anoniem blijven)

### *Vragen gehele concept*

1. Vindt u dit product een goede manier om op de hoogte te worden gesteld van eventuele veranderingen van de beeldentuin?
2. Heeft u het gevoel dat u op de juiste manier betrokken wordt door de gemeente? Waarom wel/niet? Wat zou je anders willen?
3. Op welk tijdstip zou u het snelste naar het product gaan?
4. Zou u het liefst alleen dit doen of met anderen samen?

## Results participant 1: woman (57)

### Vragen per concept

#### *Wijkbewijzing*

- Ik zou wel gaan kijken wat het is. Ik ben wel positief erover. Het maakt me nieuwsgierig.
- Ik denk dat je kan kijken wat er in de buurt te doen is (doordat ze activiteiten ziet staan) en je kan ze selecteren.
- De gemeente of overheidsinstantie heeft dit er geplaatst
- Dit concept voelt meer permanent aan (wanneer ze het vergelijkt met de anderen)

#### *Buurttruck*

- Ik ben minder positief hierover, omdat het meer uitnodigd als reclame dan echt iets aantrekkelijks. Ik zou er alsnog wel naar toe gaan.
- Ik denk dat het er een aantal uren staat en dan weer verder rijdt. Het is dus een stuk dynamischer en mobieler, dat is ook wel weer positief. Dan heeft het waarschijnlijk ook weer een groter bereik.
- Als hij open staat ben ik veel positiever. Ziet er leuk uit.
- Ik denk dat dit product hetzelfde kan als die hiervoor.
- Ze zou wel op die dagen er naartoe gaan die erop staan, omdat ze wel nieuwsgierig is.. maar het liefst zou ze er op haar eigen tijd naar toe gaan.

#### *Aan tafel*

- Dit product trekt me even veel als de wijkbewijzing. Ik zou hier zeker naar toe gaan om te zien wat het me te bieden heeft.
- Ik denk dat dit product weer hetzelfde kan, maar misschien kan het multifunctioneel gebruikt worden. Voor kinderen als puzzeltafel ofzo.. Ja dat spreekt me ook wel aan, dat is natuurlijk wel handig.

#### *Buurtpoort*

- Deze trekt me wel iets minder. Het is vrij groot en statisch. Het is daarnaast ook minder open en mensen kunnen je daardoor ook niet echt zien staan.
- Toch zou ik wel gaan kijken wat het is. Ik ben gewoon nieuwsgierig wat daar staat.
- Ik denk dat dit product weer hetzelfde kan zoals al deze producten.

### Vragen alle concepten

#### *Volgorde meest aantrekkelijk:*

1. Aan tafel; minder statisch, ik vind het mooi dat hij zo dicht kan, vormgeving is ook mooi.
2. Wijkbewijzing; goed overzicht en ook wel mooi blijvend
3. Buurtpoort; heel groot en statisch
4. Buurttruck; heel groot en dus reclame achtig, het is ook niet echt blijvend.

#### *Hinderlijk?*

Ze ziet bij geen van de producten enig overlast gebeuren. Ze heeft daar zelf ook niet zo'n last van. Ze woont er wel vlakbij, maar net niet zo vlakbij.

#### *Tijd plaatsing product?*

Dit mag er wel een half jaartje staan, eerst 3 maanden om uit te proberen en dan 3 maanden om te gebruiken. Een week is ook zo kort om echt te weten wat het allemaal kan.

#### *Toe-eigening*

##### Op de hoogte?

Als het product me op de hoogte moet brengen van eventuele veranderingen dan ben je al te laat, want nu staat er al iets. Nee dat zou ik wel eerder willen weten.

#### Beheer

Het mooist zou natuurlijk zijn als de burgers dit zelf zouden kunnen doen. De vraag is

natuurlijk of dat in de realiteit haalbaar is. Liever niet door de gemeente. Voor 2 weken zou ik dat wel willen doen en het maakt me niet uit als iemand anders (die niet betrokken is) dit zou doen.

### **Vragen na uitleg concept**

#### *Belangen van anderen*

- Het is zinvol om te weten wat anderen doen en vinden, want dan kun je met elkaar in gesprek blijven gaan.
- Het is voor mij niet belangrijk om te weten van wie precies deze reacties komen. Dat is niet relevant.
- Als ik m'n mening deel met iemand anders lijkt het me juist geen goed idee om dat te weten... want waar moeten we dan heen om iets voor elkaar te krijgen?

#### *Mening geven*

- Ja dat zou ik zeker doen. Ik denk dat het zinvol is dat we elkaar laten weten wat we van deze plek vinden. Toch zou ik het niet meteen doen. Ik zou er eerst naar toe gaan om te kijken wat het is en misschien later terugkomen (op een vrije dag) om het dan in te gaan voeren.
- Eerst gaan luisteren, maar ik zou het ook zeker in spreken. Andere mogen dat ook van mij weten dat ik dan ben. Ik vind het niet zo erg om niet anoniem te zijn.
- Ik zou wel willen weten wat er met m'n mening gedaan wordt.

#### *Vragen gehele concept*

- Ze was al een stuk positiever dan de vorige keer dat het gevraagd werd. Toch zou ze nog een stapje hiervoor willen, want ze denkt dat het wel onrust in de buurt zou veroorzaken. Een brief of via social media zou wel fijn zijn.
- Ja, wel betrokken, maar toch zou ik dus

nog wel op de hoogte hiervoor gebracht willen worden.

- Misschien is het wel handig als er nog een persoon bij het product staat aan het begin van het project om op weg te helpen.
- Het liefst zou ik het wel alleen invoeren, ze denkt dat anderen dat ook zouden willen.

### *Results participant 2: woman (64)*

#### **Vragen per concept**

##### *Buurtruck*

- Ik zou in eerste instantie denken dat dat er even geparkeerd staat, daarom zou ik het eerst even aan kijken en als dit er langer dan een week zou staan dan zou ik de politie gaan bellen.
- Ik denk dat het voor reclame of verkoop is.
- Het is van een leverancier
- Wanneer het open staat triggert het me veel meer en maakt het me veel nieuwsgieriger.. dan zou het zelfs ook van een sportvereniging ofzo kunnen zijn.

##### *Buurtpoort*

- Dit is een kunstwerk. Ook hier zou ik meteen op afgaan.
- Ja het is een kunstwerk (ze denk dus niet dat het echt perse iets kan)
- Ik denk dat het er door de gemeente is neergezet of een soort cultuurvereniging.

##### *Wijkbewijzering*

- Ik denk dat dit een informatie desk is. Hier zou ik ook meteen op afgaan.
- Misschien wel wat voor sporten je hier kan doen op het terrein. (dan doen ze hier ook, is misschien ook de reden waarom ze dat denkt)
- Ik denk dat het er door een sportvereniging of atletiekvereniging is geplaatst.



### *Aan tafel*

- Hier zou ik ook heen gaan.
- Dit ziet er ook uit als een soort informatiepunt of misschien wel een rokersplek
- Dit zou er ook door een sportvereniging, gemeente of een ondernemersvereniging geplaatst kunnen worden.
- Het zou bijvoorbeeld ook kunnen zijn om bedrijven in de wijk te presenteren ofzo.

### **Vragen alle concepten**

#### *Volgorde meest aantrekkelijk:*

1. Aan tafel; mooi vormgegeven belemmert niet het uitzicht, subtiel
2. Wijkbewijzing; ziet er charmant uit, belemmert niet uitzicht, ziet er uit alsof je er informatie krijgt.
3. Buurttruck; dit is natuurlijk wel nuttig, maar trekt haar niet zo; lijkt ook meer op of je er wat kan halen
4. Buurtpoort; gewoon een lelijk ding

#### *Hinderlijk?*

Ze zou de buurttruck wel vinden hinderen als deze er een langere tijd zou staan. Daarnaast zou dit ook vervelend vinden van de buurtpoort, want die belemmert het uitzicht.

#### *Tijd plaatsing product?*

Dit mag er wel een tijdje staan hoor, als ik weet dat het weer weg gaat.

#### *Toe-eigening*

##### Op de hoogte?

Nee, er moet zeker wel uitleg volgen, want op deze manier weet ik niet dat het niet permanent is. Je zou er bijvoorbeeld iemand bij kunnen zetten die uitleg geeft.

##### Beheer

Ik zou zeggen de eigenaar en die kan het natuurlijk delegeren naar de buurt toe. Ze zou er zelf wel voor openstaan om dit twee

weken lang te doen en het zou haar niet uitmaken of iemand (die ze niet kent) dit in de buurt zou doen.

#### Vragen na uitleg concept

##### *Belangen van anderen*

- Ik zou er zeker naar toe gaan, want ik ben belangstellend naar wat mijn wijkgenoten vinden en of zij deze plek hetzelfde gebruiken.
- Dat zou niet hoeven, vanwege privacy en eventuele wrijving bij negatieve commentaren is dat voor mij niet belangrijk.
- Ik zou het zelf wel laten weten, daar heb ik niet zo'n moeite mee.
- Het gebeurt al wel in de buurt als je iets van elkaar weet dat je dan een praatje maakt, maar meer is het ook niet. We doen verder niks met elkaar.

##### *Mening geven*

- Ik zou zeker wel m'n mening geven, maar niet meteen. Ik zou er weer naar toe gaan als ik tijd heb. Dat is waarschijnlijk wel dezelfde dag.
- Luisteren eerst en als ik het nergens mee eens ben dan zou ik het ook inspreken. Ze vraagt een aantal keer of ze ook kan typen, wanneer ik het uitleg begrijpt ze dit wel.
- Voor haar is het niet nodig als haar stem vervormd wordt, haar buurtgenoten mogen weten dat het van haar is.

##### *Vragen gehele concept*

- Ja, wel de gemeente heeft op deze manier een beeld van wat er speelt in de wijk. Maar het nodigt mensen niet direct uit. Het is niet direct duidelijk dat mensen hier ook ideeën kunnen bedenken en wat ze hier zouden willen.
- Ze zou wel graag willen weten wat de gemeente hiermee wil gaan doen, op die manier kan ze ook beter haar mening

vormen. "Waarom zet de gemeente dit hier neer? Sociale cohesie of om wel wat te gaan veranderen? En moet je het woord veranderen wel gebruiken, is dat niet sowieso iets waar iedereen over valt?" Toch begrijpt ze ook dat dit negativiteit kan oproepen. Het is volgens haar ook moeilijk om die balans te vinden.

- Ik zou het liefst individueel willen doen, ook omdat anderen m'n mening kunnen beïnvloeden.

### Results participant 3: woman (62)

#### Vragen per concept

##### *Buurtpoort*

- Ik kan niet echt thuisbrengen wat dit product doet
- Als dit er langer zou staan, zou ze wel de gemeente gaan bellen vooral als ze niet snapt wat het nut is van het product.
- Toch denkt ze wel dat het een informatieplek is.
- Gemeente heeft het neergezet.

##### *Aan tafel*

- Ik zou hier wel naar toe gaan.
- Ik denk dat het er staat om informatie geven.
- Ze vindt de tekst nogal vaag. Het is niet echt duidelijk wat je hier kan doen.
- Gemeente heeft dit ook neergezet.

##### *Buurttruck*

- Dit vind ik wel heel uitnodigend, omdat ik hiervan weet dat het tijdelijk is. De tekst geeft ook aan dat het er maar bepaalde dagen staat, dus dan moet je er ook echt bij zijn. Ik zou hier zeker naar toe gaan op die datum
- Ik verwacht hier m'n mening of ideeën te kunnen geven over iets. 'Wat zijn jouw ideeën?'
- Ik denk ook dat dit heel interactief is.
- Gemeente heeft dit neergezet.

##### *Wijkbewijzing*

- Deze tekst is ook heel uitnodigend. Daarom zou ik hier ook zeker wat mee doen. Je weet hier alleen niet van hoe lang het precies blijft staan.
- Ik zou iets vast wel heel vervelend vinden, daarom zou ik hier iets minder positief over zijn.
- Gemeente heeft dit neergezet.

#### Vragen alle concepten

##### *Volgorde meest aantrekkelijk:*

1. Buurttruck; voornamelijk door de tekst en dat het mobiel is. Het is uitnodigend dat ik er op een bepaalde tijd heen moet, maar het nodigt me ook uit om mee te denken.
2. Wijkbewijzing; deze tekst is ook wel heel duidelijk.. alleen voelt dit wel wat permanenter waardoor het iets minder urgent voelt.
3. Buurtpoort & Aan tafel zij minder uitnodigend door de tekst. Het maakt me verder niet zoveel uit wat het precies is.

##### *Hinderlijk?*

Ze vindt eigenlijk niks echt hinderlijk.

##### *Tijd plaatsing product?*

Zo'n 2 weken.

##### *Toe-eigening*

##### Op de hoogte?

Het belangrijkste voor haar is de tekst die haar triggert. Dus de communicatie waarmee de gemeente haar benadert. Toch zou ze het wel fijn vinden om door middel van een brief op de hoogte gebracht te worden.

##### Beheer

Iemand in de straat lijkt me het handigst, voor de gemeente kost dat veel geld en tijd.

Ze zou het voor 2 weken wel willen doen en het maakt haar niet uit als een onbekend iemand dit uit de buurt zou doen.

### **Vragen na uitleg concept**

#### *Belangen van anderen*

- Ze zou zeker de belangen van anderen bekijken, omdat ze benieuwd is. Er wonen veel verschillende leeftijdsgroepen hier in de buurt en ze is benieuwd naar hun behoefte en of er nog mensen originele ideeën hebben.
- Het is niet relevant voor haar van wie het precies komt.
- Ze maakt sowieso wel eens een praatje en ze denkt dat dit product er ook wel voor zorgt dat mensen met elkaar meer in gesprek gaan raken. Een idee die ze had was om er aan de andere kant misschien wat stoelen om heen te zetten, om er wat meer een ontmoetingsplek van te maken.

#### *Mening geven*

- Ja, ik zou zeker m'n mening geven. Ik vind het belangrijk dat mensen weten wat ik ervan vindt.
- Eerst luisteren en dan eventueel inspreken als ze het er niet mee eens zou zijn.
- Een stemvormer is voor haar niet nodig, andere mensen mogen haar stem gewoon horen.

#### *Vragen gehele concept*

- Ja, het is wel uitnodigend. Je kan er niet omheen en daarom ga je er naar toe. Ze zou als het verderop in de buurt zou staan er ook naar toe gaan.
- Of dit de juiste en enige manier is weet ze niet, hangt denk zij ook heel erg af van de wijk waarin je het doet. Soms is het misschien goed om zowel een brief te geven als dit product neer te zetten. Voor haar zou beide de beste oplossing zijn.
- In deze buurt is het misschien niet nodig

om het zo aan te pakken. Er zijn niet echt problemen.

- Ze zou diezelfde dag nog het gaan invoeren, dus niet meteen toen ze het opmerkte, maar na haar werk bijvoorbeeld. Dit zou ze ook doen als ze een briefje in de brievenbus zou krijgen
- Individueel, ze is niet zo van groepsdingen.

### *Results participant 4: man (63)*

#### **Vragen per concept**

##### *Wijkbewijzing*

- Wat is dit eigenlijk? Ik zou er wel naar toe gaan om te kijken wat het is (behalve als ik haast heb). Ik zou gaan kijken wat er op de displays staat.
- Ik denk dat je ideeën voor de omgeving kan geven hoe het eruit zou moeten zien. Niet speciaal over deze plek.
- Gemeente

##### *Buurtpoort*

- Nu wordt me wel duidelijk dat het gaat over dit stukje gras, dit plekje hier voor m'n huis. Ik denk dat het de bedoeling is om ideeën hiervoor op te halen.
- Zou ik zeker wel naar toe gaan.
- Gemeente

##### *Aan tafel*

- Wat is dit? Dit valt wel echt minder op. Het lijkt een beetje door de kleur op een vuilnisbak (vooral als het dicht is valt het niet op). Dit is echt zo iets waar ik voorbij zou lopen.
- Ik zou er niet direct naar toe gaan, misschien wel eerder als de letters groot en opvallend zouden zijn en ik de tekst goed zou kunnen lezen.
- Kunstenaars?

### *Buurttruck*

- Ik ga zelf nooit naar dit soort dingen toe, van die promo bijeenkomsten. Als t me duidelijker zou zijn wat ze precies zouden gaan doen, zou ik er wel eerder naar toe gaan.. maar als ik mezelf ken zou ik daar niet heen gaan.
- Gemeente
- Als ik uitleg dat het op die plek is en het volgende plaatje laat zien, dan zou hij er wel heen gaan.
- Hij denkt dat het gaat over de inrichting van de plek zelf.

### **Vragen alle concepten**

#### *Volgorde meest aantrekkelijk:*

1. Buurtpoort; het is vrij groot en je denkt meteen wat gebeurt daar.
2. Buurttruck & Aan tafel roepen voor hem weinig vragen. Dit zou bewijze van spreken morgen weer weg kunnen gaan.
3. Wijkbewijzering; hij weet niet echt wat hij daar mee zou moeten..'vreemd geval'

### *Hinderlijk?*

Ik hinder me eigenlijk niet zo heel snel

### *Tijd plaatsing product?*

Maakt mij niet zoveel uit. Als het een kunstwerk is mag het er wel een tijdje van me staan.

### *Toe-eigening*

#### Op de hoogte?

Ja, dat denk ik wel. Het staat midden in een wijk en als het opvalt dan blijft het wel de aandacht trekken. Dat kan je van een foldertje niet zeggen.

### *Beheer*

Gemeente of iemand in de buurt. Ik zou het op zich wel willen doen als het pal voor m'n

deur is, anders niet. Het zou me ook niet uitmaken als het iemand onbekends is die het zou doen.

### **Vragen na uitleg concept**

#### *Belangen van anderen*

- Ik zou wel nieuwsgierig zijn aan de mening van anderen.
- Voor mij is het niet belangrijk van wie die mening is.
- Ik zou niet zo snel op iemand afstappen, dat zit gewoon niet echt in m'n karakter.

#### *Mening geven*

- Ja, door zoiets zou ik wel enthousiast kunnen worden over ideeën. Ik denk vooral doordat ik andere dingen zie ik wil loskom.
- Luisteren en ik zou ook wel kunnen inspreken.
- Van mij mogen anderen mensen dat wel weten.

#### *Vragen gehele concept*

- Ik denk dat dit wel een goede manier is om mensen mee te laten denken. Ik weet niet of dit de enige goede manier is. En je moet wel oppassen dat je niet iemand mist.. maar dat gebeurt ook met briefjes natuurlijk.
- Ja, ik denk dat het een goede manier is.. ik denk alleen dat het nogal duur is om zo'n ding te maken voor de gemeente.
- Einde dag denk ik. In ieder geval niet meteen als ik het zie.
- Sowieso alleen!

#### *Laatste opmerking*

Ik ben me nu pas eigenlijk van bewust hoe vervelend dit allemaal is ingericht en dat we er eigenlijk een veel bijzonderder plekje van kunnen maken. Eerst dacht ik, ik heb niet echt een mening maar nu realiseer ik het me pas.

## Results participant 5: woman (23)

### Vragen per concept

#### Aan tafel

- Wat is dit? Waarom zijn we niet ingelicht met een brief. We zijn normaal heel goed op de hoogte.
- Hyper modern. Heel fancy. Meteen er naar toe gaan, omdat het er modern uitziet. Niet random ofzo afval. Nieuwsgierig zijn wat voor modern iets.
- Nieuwe scheidingsmethode, zou ik van bovenaf denken.
- Dichterbij zou ik denken dat het iets voor toeristen, wat de omgeving in de buurt er te doen zijn. Informatie kaart, wat waar is.
- De gemeente

#### Buurttruck

- Een auto verkeerd geparkeerd. Hoezo staat daar een auto, want daarnaast staan ook parkeerplaatsen.
- Daarna zou ik gaan lezen.
- Ik zou naar een website willen gaan met wat ze zouden bedoelen.
- Op die dagen gebeurt iets.
- Hier zou ik sowieso naar kijken. Iets zou knippen ofzo.
- Nieuw festival met allemaal activiteiten die je kan doen.
- Zolang er geen logo op staat niet de gemeente... weet ik niet zo goed.
- Je kan er ook niet echt iets kopen.
- Boze associatie, waarom een auto geparkeerd, waarom zit er niemand in..
- Foodtruck -> verwarrend omdat er geen persoon bij staat.

#### Buurtpoort

- Dit is een goede denk ik.
- Het hout past niet in straatbeeld, daardoor valt het op.
- Het is duidelijk is neergezet met een reden. Ik zou het niet kunnen verwarren.

- Kunst object was.
- Ik zou er meteen heen lopen op gaan klikken.
- Gemeente wilt input, moderne manier dan brieven
- Interactief
- Klachten opmerkingen en ideeën

#### Wijkbewijzing

- Zeker naar toe gaan.
- Super werk plek, ruimte schepen, dingen aansturen, omdat je er overheen kan kijken
- Neergezet voor een reden waarom ik er naar toe moet. Het is neergezet voor de mensen.
- Dit is duidelijk iets waar je iets moet gaan doen, duidelijk niet kunst.
- Dingen aan kan aansturen en kan klikken.
- Je moet er echt in. Niet echt een reclame bord.
- Gemeente.

### Vragen alle concepten

#### Volgorde meest aantrekkelijk:

1. Wijkbewijzing: heel duidelijk, modern apparaat waar je iets moet doen, laag
2. Buurtpoort: kunst in de omgeving, reclame kan ophangen.
3. Aan tafel: verder weg zou ik niet zien dat het iets interessants is
4. Buurttruck: verkeerd geparkeerd

#### Hinderlijk?

Een auto in een parkje, in een speeltuintje vind ik dat hinderlijk. Sommige dingen passen niet in het straatbeeld (aan tafel) Buurtpoort belemmert uitzicht

#### Tijd plaatsing product?

Minder hinderlijk als het er niet permanent staat. Dan is eigenlijk niks echt hinderlijk. Die auto alleen niet te lang

### *Toe-eigening* Op de hoogte?

Wordt wel gewaardeerd, eerst een brief.

### Beheer

- Sluit een deeltje met dirk van de broek, want de gemeente is niet zo handig denk ik.
- Nee, ik zou hier niet voor open staan. Belemmert te veel m'n sociale leven.
- Ik zou het heel erg waarderen.

### **Vragen na uitleg concept**

#### *Belangen van anderen*

- Ik zou het echt sowieso lezen. Leuk om te weten hoe de buurt over dingen denkt. Als er iets nieuws gebeurt en wie hoe of wat doet. Zelfde herinneringen hebben als ik. Benieuwd naar creatieve ideeën hebben.
- Nee, ik ken toch heel veel mensen niet. Ik vind het zelf fijn om anoniem te doen. Spontaan gesprek wel leuk, maar niet dat iemand naar mij toe komt.
- Wel een grote kans dat als ik het zou weten dan zou ik wel op iemand afstappen.

#### *Mening geven*

- Sowieso, ik zou echt heel erg gewaardeerd voelen met mensen benaderen. Doet me denken aan nemo. Het is een hele speelse manier.
- Meteen als ik er naar zou gaan kijken. Ik zou er niet eerst over nadenken
- Eerst luisteren naar andere mensen en dan zelf iets inspreken.
- Stem zou ik minder erg vinden dan en leeftijd. Mensen die m'n stem herkennen zou ik prima vinden die me kennen.

#### *Vragen gehele concept*

- Ik zou nog niet helemaal door hebben, dat ze t willen gebruiken om iets nieuws te maken.
- Ja, echt extreem. We mochten wel een

beetje speeltoestellen bepalen. Eerlijk. De gene die het zien gaan er op af omdat ze het zien.

- Socialere manier, buiten is.
- Leuk om erover te discussiëren wel met anderen. Maar ik zou het in m'n eentje ook sowieso leuk vinden.

### *Results participant 6: woman (72)*

#### **Vragen per concept**

##### *Buurtruck*

- Ik denk meteen aan Picnic. Maar in eerste instantie zou ik na een half uur weer gaan kijken of dat ding er nog steeds staat en dan misschien gaan melden bij de gemeente.
- Wat het precies doet en van wie het is weet ik niet.
- Wanneer het product open staat wordt ze heel enthousiast. Ze is wel bang dat mensen het gaan leegstellen of om donderen.
- Ze zou er dan zeker naar toe gaan om te onderzoeken wat het is.
- Ze denk dat het van studenten is die iets leuks hebben verzonnen om de buurt op te krikken.

##### *Wijkbewijzing*

- "Wat staat daar nou?" Ik zou er even naar toe gaan om te kijken.
- Ik denk dat het iets interactiefs is. Het lijkt op een balie, waar ik iets kwijt kan over m'n ideeën.
- Ook studenten

##### *Buurtpoort*

- "Wat staat daar nou?"
- Het is uitnodigend om te kijken wat het is.
- Ook iets interactiefs waar je iets kwijt kan en misschien suggesties kan zien.
- Gemeente, omdat het minder speels is. Het is wat stijver dan die andere twee.

### *Aan tafel*

- Moet ik daar me hoofd in steken. Ik vind dit niet zo aantrekkelijk. Ik weet ook niet zo snel of ik daarbij zou gaan kijken.
- Ik zou dit ook snel voorbij lopen omdat ik het dus niet zo aantrekkelijk vind.
- Gemeente, doordat het ook stijf is.
- Kleur is heel donker en je voelt je opgesloten in zo'n ding.

### **Vragen alle concepten**

#### *Volgorde meest aantrekkelijk:*

1. Buurttruck; speels uitdagend (wel alleen als die open staat)
2. Wijkbewijzering; ziet er erg professioneel uit
3. Buurtpoort
4. Aan tafel; heel erg gesloten zou ik niet zo snel naar toe gaan.

### *Hinderlijk?*

Niet iets echt hinderlijk.

### *Tijd plaatsing product?*

Een week tot 10 dagen

### *Toe-eigening*

#### Op de hoogte?

Ik denk dat het handig is als mensen worden aangesproken dat dit er staat. Maar ook dat er een follow-up is wat er gaat gebeuren met die ideeën. Dat gemeente van tevoren zegt 'dit doen wij omdat we dit er mee gaan doen'. Ik denk dat het ook goed is naast dat je dingen selecteert ook erover praat en mensen je mening letterlijk laat horen.

### Beheer

Contact zoeken in de buurt. Het product met elkaar beheren in de buurt. Voor een week zou ze het zelf wel willen doen. En ze zou het niet erg vinden als een 'inactief' persoon

dit zou doen. Wel zou ze het jammer vinden, omdat deze persoon waarschijnlijk niet echt contacten heeft in de buurt.

### **Vragen na uitleg concept**

#### *Belangen van anderen*

- Zeer in interessant om te weten wat mensen in de buurt vinden.
- Het is voor haar niet relevant van wie die mening komt.
- Het is natuurlijk wel stof tot gesprek. Ze zou wel iemand daarop aan kunnen spreken met 'oh wat leuk, dat ...'

#### *Mening geven*

- Ja, ik zou zeker m'n mening geven. Ik zou misschien nog wel een aantal keer terugkomen om er even over na te denken. Dus ik zou het wel meerdere keren willen doen.
- Ja, ik vind dat er iemand bij moet zijn, anders is het zo afstandelijk. Ik vind het wel echt minder aantrekkelijk om tegen zo'n ding te praten dan met iemand erover te hebben. Je zou bijvoorbeeld koffie kunnen schenken zodat je ook op die plek met elkaar in gesprek kan gaan.
- Van mij mogen ze wel m'n stem horen hoor, anders wordt het ook zo onpersoonlijk.

#### *Vragen gehele concept*

- Als het concept iets wordt uitgebreid met de hierboven gegeven adviezen wel.
- Ik denk dat dit een mogelijkheid is die nog niet is geprobeerd, of het de beste manier is voor betrokkenheid weet ik niet
- Individueel of samen maakt mij eigenlijk niet echt uit.



## Results participant 7: man (68)

### Vragen per concept

#### *Aan tafel*

- “Wat is dat nou weer?” De tekst zegt niet echt iets.
- Met veel haast zou ik er niet naar toe gaan anders wel.
- Het lijkt een beetje op een vuilnisbak (vooral dicht), wat moet ik daarmee. Ja of een soort informatiezuil.
- Het product is van de gemeente, doordat het als openbaar meubilair voelt.

#### *Wijkbewijzing*

- “Wat is dat nou weer?” Ik zou er wel in lopen.
- Het lijkt op een informatiepaneel, zo eentje die bij kastelen hebt waar dan info op staat over die plek. Ik zou niet weten wat er voor info over deze plek zou moeten staan.
- Het product is van de gemeente, doordat het als openbaar meubilair voelt.

#### *Buurttruck*

“Wat doet die op de stoep?”

- Ik zou hierbij minder geneigd zijn om ernaar toe te gaan. Hij zou hier ook even geparkeerd kunnen zijn, als dit natuurlijk wel een rare plek.
- Een vraag die bij me op komt is ‘waar kan ik dan m’n mening geven?’
- Het wordt nu duidelijk dat ze informatie van mij willen hebben.
- Als het concept openstaat is hij wel wat nieuwsgieriger, toch vindt hij het een rijdend reclame bord. Daardoor vindt hij het moeilijk in te schatten van wie het is. Eerder een commercieel bedrijf, per definitie niet van de gemeente.

#### *Buurtpoort*

- “Wat is dat?”
- Het is een soort poort waar ik in moet gaan staan, zoiets wat je op de beurs ziet.
- Dit gaat verder dan die andere 2. Ik moet echt iets gaan doen, er wordt meer van me verwacht.
- Ik denk wel dat ik hiernaartoe zou gaan om dat ik deze plek wel belangrijk vindt.
- Dit eerder de gemeente weer.

### Vragen alle concepten

#### *Volgorde meest aantrekkelijk:*

1. Buurttruck; voornamelijk open want dat is die het meest intrigerend. Ik zou er zeker naar toe gaan wat er te krijgen en te zien is
2. Aan tafel; verrassend en ook intrigerend
3. Buurtpoort; ik zou er sowieso doorheen lopen en t maakt me heel duidelijk dat ik er iets kan zien
4. Wijkbewijzing; hier voel ik me het meest opgesloten. Alhoewel je hier wel weer misschien de meeste info kan krijgen. Maar het voelt een soort van verplicht en je kan er niet meer uit.

#### *Hinderlijk?*

Van de buurttruck weet ik dat die tijdelijk is, terwijl de buurtpoort en wijkbewijzing juist heel erg blijvend voelen. Daarom zou ik ook eerder voor de buurttruck gaan.

Tijd plaatsing product?

Hier maak ik me niet zo druk over.

#### *Toe-eigening*

#### Op de hoogte?

Dat weet ik eigenlijk nog niet.

## Beheer

Degene die dat beheert, de gemeente dus. Hij zou het zelf niet zo graag willen doen, omdat hij dan ook de verantwoordelijkheid voelt voor materiaal, maar ook als mensen het er niet mee eens zijn en gaan klagen. Het zou hem niet uitmaken wie dat anders zou doen, juist leuk als je iemand zover kan krijgen.

## **Vragen na uitleg concept**

### *Belangen van anderen*

- Ik ben zeker geïnteresseerd. Ik ben benieuwd naar de ideeën, maar ook wat mensen hier doen (al hoop ik dat al te weten). En ook om te reageren als iets me niet bevalt.
- Het zou niet relevant zijn om te weten van wie dat dan komt
- Ik zou niet daarom op iemand afstappen. Het zou eerder in een volgende fase interessant zijn om met elkaar in discussie te gaan.

### *Mening geven*

- Dat is wel afhankelijk van hoe het gepresenteerd wordt of ik m'n mening geef. Ik zou sowieso niet meteen m'n mening geven, maar eerst gaan rondkijken en later terugkomen.
- Eerst luisteren en daarna eventueel inspreken.
- Mijn stem hoeft niet vervormt te worden, maar naam, telefoonnummer en adres zou ik niet zo prettig vinden.

## *Vragen gehele concept*

- Dit is een interessante manier van mensen betrekken. Het prikkelt wel, maar ik denk dat er wel een campagne voor nodig is.. anders is het publiek wel heel klein.
- Ik voel me wel betrokken, want ik kan iets kwijt.
- Ik zou dat alleen willen doen.

## *Ideeën*

Aan de gebruiker vragen of data gebruikt mag worden in het systeem, sommige mensen willen niet dat anderen dat horen in de buurt...

## *Limitations*

- The results of P1 & P5 showed that the sequence could have had an influence on if people understand the function of the product.
- People researched in different neighborhoods, which could have influenced the results. Therefore, the insights are not assumed to be true, but taken into consideration when making decisions.

## Insight overview

Insight	Who?
All concepts activate people to come closer to the product.	All
People should directly take a look at/in the product when noticing, but will give their opinion another time (mostly the same day)	All
People indicated a difference in how dynamic the concepts were (temporarily and mobile). It differed per participant if they had a preference for this characteristic	P1, P2, P3, P7
The size of the product is important for people, because it is located in front of their house (view).	P1, P2, P5
The design of the product influences their preference.	P1, P2, P5, P6
Some participants didn't understand the function of the product.	P1, P2, P5, P6, P7
People want to know what happens with their data (their opinion) before they want to participate.	P1, P2, P6
People had less fear for nuisance, because the product is temporarily	All
(when people knew that something could change as a result of this product) people wanted to be updated about this earlier than the product was settled.	P1, P2, P3, P7
People doesn't mind that someone else manages the product or to manage it (by themselves).	P1, P2, P3, P4, P6
Management of the product ensures citizens receive the responsibility (questions of other neighbors). Do you want to give citizens this responsibility?	P7
Some participants expect that it is needed to place a person next to the product to give additional information.	P1, P5, P6
It is meaningful to see the opinion of other neighbors, therefore it is not needed to know from who the opinion is.	All
Some participants are not convinced if this is the proper way to involve people in changes of the place.	P1, P2, P6
People want to give an opinion individually.	All
If people have read the text on the product influences how good people understand the function of the product.	All
The associations with the product influences how people interpret the function of the product.	All
A physical product activates people to give an opinion.	All
When people knew the product was not permanent, the period the product is located in front of their home doesn't matter anymore.	All
Everyone wants to listen first, before they will record their own opinion.	All
It is not needed to know the identity of the person that recorded an opinion. All participants have no problem with providing their identity.	All
Most participants associate the concepts with the municipality. BuurtTruck is less often associated with the municipality.	P1, P3, P4, P5, P6, P7
People will not directly have a little talk with someone about the product, but they think it could start a conversation.	All
Participants explained (without asking) that he product makes them aware of the public space, what they didn't notice before.	P3, P4
The product will not cause the intention that the public space will change in the future.	All
People want to adjust their opinion and want to visit the product multiple times.	P6
People doesn't want a voice changer.	All
A follow-up meeting after the product is needed to start the conversation between people and to have the feeling that the municipality will do something with the data.	P1, P2, P6, P7

Table G3.2: All insights gained in the pre-evaluation

## Conclusions

### How is people's first impression of the concepts?

The concept makes all participants curious to come closer to the concept (when the concept is open) and to discover what the function of the product is. The participants indicated that there is a difference in if the product looks temporary or permanent. This could influence their preference and if they matter if their view will be obstructed. The associations with the product influences how to interpret who settled the product in front of their house and what the function

was of the product. The text on the concepts also influenced how and if people understood this function. All these aspects should take in consideration when designing the appearance of the concept.

Table G3.3 gives an overview of the associations people made by seeing the different concepts. The table also includes the sequence of what their preference was for the different concepts. The results are in Dutch, because it is important to use the raw data to make a decision.

	Buurtruck	Wijkbewijzing	Aan tafel	Buurtpoort
<b>P1</b>	Reclame/verkoopbusje	Informatiepunt	Informatiepunt, puzzeltafel	-
	Dynamisch, groter bereik?	Statisch	Dynamisch	Statisch & groot
	4	2	1	3
<b>P2</b>	Reclame/verkoopbusje	Informatiepunt	Informatiepunt, rokersplek	Kunstwerk
	Duurt lang voor realisatie/trigger	Charmant, geen uitzicht belemmering	Ontmoetingsplek, mooi vormgegeven.	Lelijk vormgegeven/groot
	3	2	1	4
<b>P3</b>	-	-	-	informatiepunt
	Triggerende tekst	Voelt heel vast	Interactief	Kan het niet plaatsen, vaag
	1	3	2	3
<b>P4</b>	Promo busje	Ding met displays	Vuilnisbak, kunstwerk	-
	Niet heel opvallend naast geparkeerde auto's	Displays trekken wel, vaag	Klein niet opvallend	Groot ding
	3	2	3	1
<b>P5</b>	Foodtruck (open), busje	Ruimteschip, aansturing iets	Vuilnisbak, oplaadsysteem	Kunst object
	Reclame, eerst verkeerd geparkeerd	Duidelijk neergezet om iets te doen. Laag, overheen kijken	Te klein, niet opvallend	Duidelijk neergezet met een reden. Reclame, hoog
	4	1	3	2
<b>P6</b>	Picnic busje, uitdagend (open)	Balie, iets interactiefs, ideeën kwijt kan, professioneel	Stijf opgesloten	Interactiefs, stijver
	1	2	4	3
<b>P7</b>	Rijdend reclamebord, commercieel, intrigerend (open)	Informatiepaneel, openbaar meubilair, opgesloten	Vuilnis bak (dicht) informatiezuil, verrassend (open)	Poort, beursstand
	1	4	2	3

Table G3.3: Overview of preferences concepts and associations to the concepts

### **What influences the appropriation of the different concepts?**

- Most concepts were associated with the municipality. All concepts that looked permanent were more often identified as property of the municipality. The concept 'BuurtTruck' was less often associated as a product of the municipality.
- All participants (except P7) want to manage the product and they don't matter if someone else in the neighborhood (they don't know) is doing it. These results could be very different in the neighborhood Spangen due to the prejudices people have there. Besides, P7 gives an interesting insight in giving the management to citizens : "Management of the product ensures citizens receive the responsibility (questions of other neighbors). Do you want to give citizens this responsibility?"

### **Which last assumptions could be confirmed to make final design decisions?**

- A physical product activates to come closer and makes people curious. The product also motivates people to give their opinion (to participate).
- People use the non-committal characteristic of the concept. All participants will give their opinion another time (mostly the same day).
- The opinions of other neighbors are meaningful for other participants. It is not needed to know from who the opinion is. All participants will first listen to these opinions and are open to record their own opinion.
- Some participants wanted to be updated before the product is located in front of their house to feel better involved. The question raises what the effect is on the trigger if people are updated before.
- People want to give an opinion individually. In this way, they are not influenced by others.
- Participants wants a follow-up meeting or something that it is confirmed that municipality will do something with their data/ideas.

# Concept details

## Appendix G.4

The aim of this appendix is to show the navigation that is designed for the BuurThuis concept. The process in figure G4.1 shows an overview of the four different phases and all questions that are included. This figure is used to design the screens that are presented in chapter 4.1.

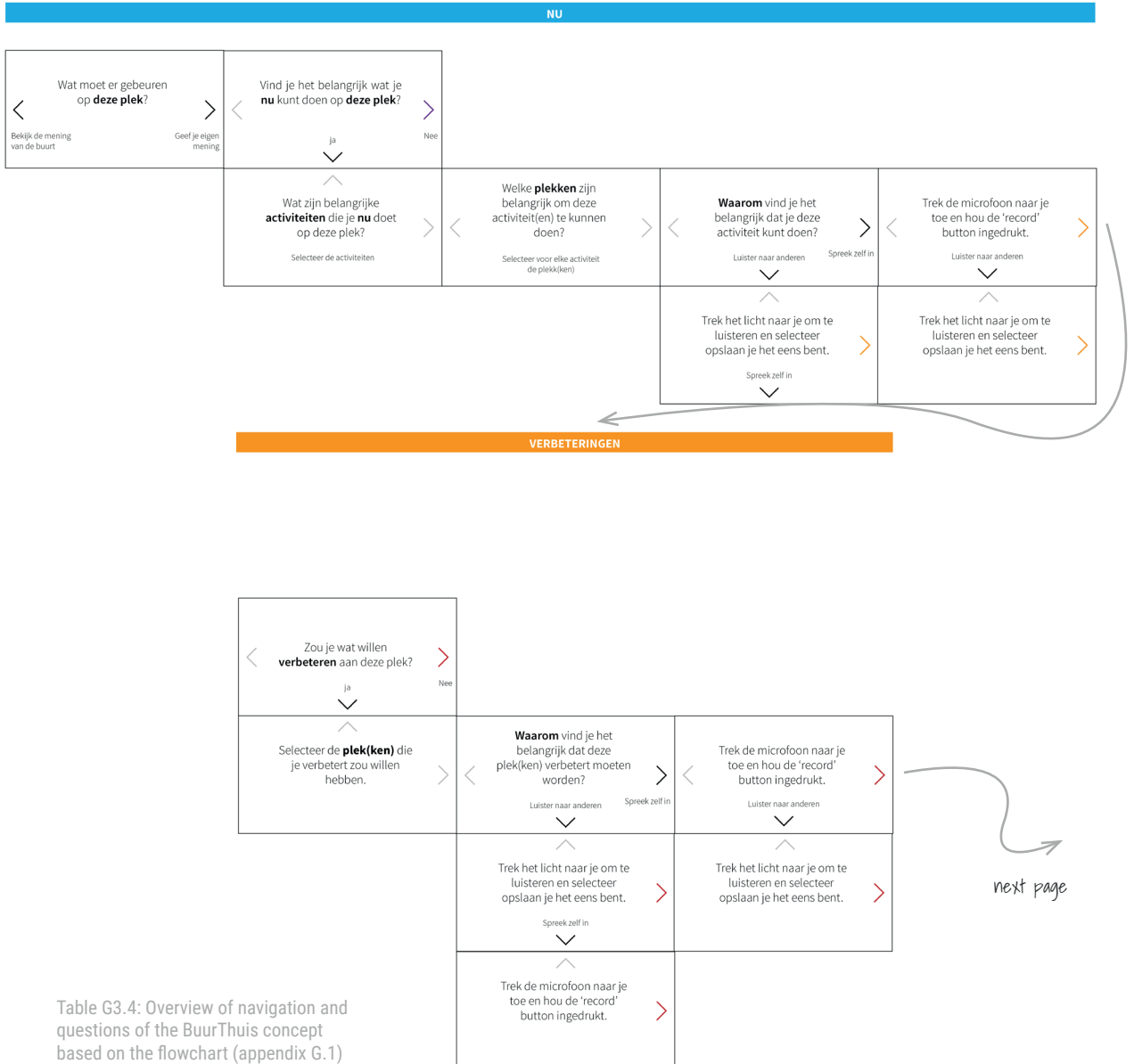
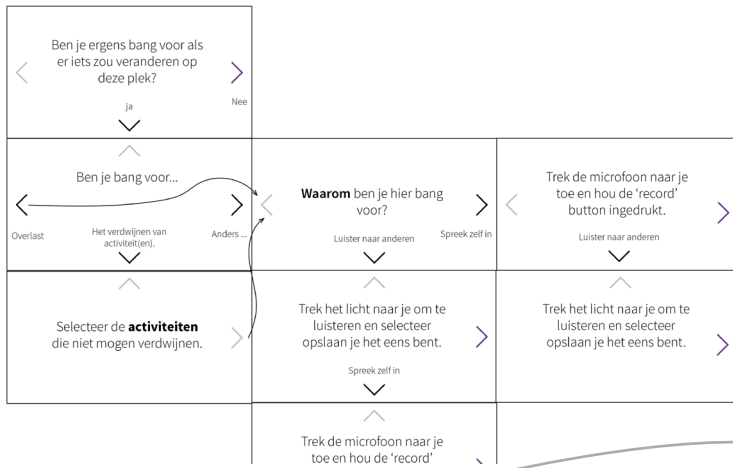
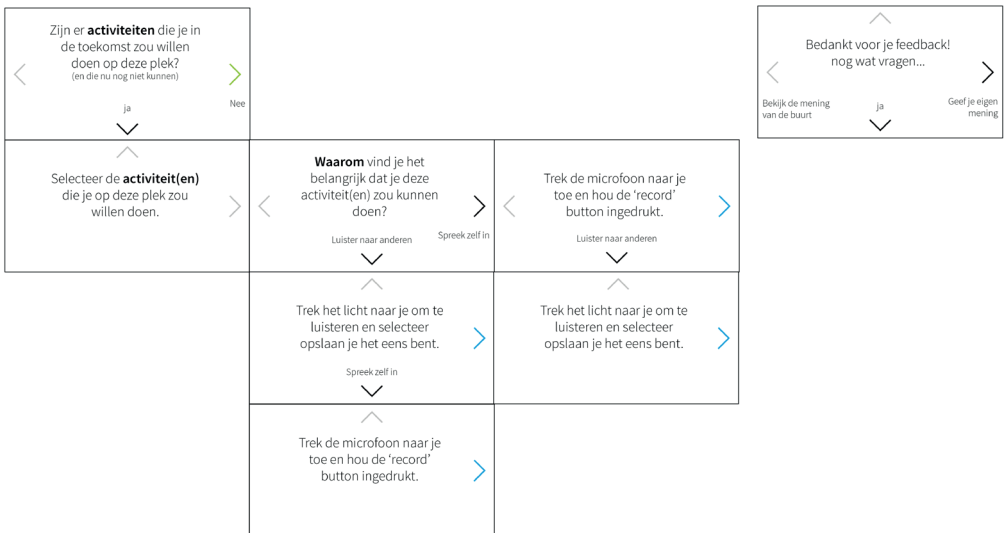


Table G3.4: Overview of navigation and questions of the BuurThuis concept based on the flowchart (appendix G.1)



TOEKOMST









# Final evaluation

H

Appendix H

# Evaluation study in Spangen

## Appendix H.1

**The aim of this evaluation study is to investigate what the effect is of the BuurThuis concept and what is needed to improve the concept. This evaluation study is performed in the neighborhood Spangen to get feedback of the residents and authorities that were involved in this master thesis and with this also give them the opportunity to present the outcomes of this research. Therefore, a combination of a presentation, focus group session and a prototype test is used to provide the participants information and to receive feedback.**

### Research questions

- How does the BuurThuis make participation in the neighborhood more accessible?
- How does the BuurThuis could be implemented in Rotterdam municipality?

### Prototype

The prototype contains the 'convince' scenario step of the concept because this the connection between the 'trigger' and 'participate' scenario steps. It is not feasible to test the trigger step, because the research findings showed that the appearance of the prototype and the presence of people could have a big influence if the trigger works or not. Therefore, different questions are implemented in the procedure to get an indication if the trigger works as expected. The 'convince' step is the next that encourages people to participate. It is important that this step is accessible, otherwise people will not participate. This step does not only serve as a trigger it is also an inspiration source that support people to develop an opinion over the place. This shows that the 'convince' step is an interesting step that includes most of the design criteria stated in the design brief.

Although the research environment of the prototype has an influence on the attachment people have with the public space were the prototype is established, this was not feasible with the developed prototype. Therefore, 'question cards' were used to make the participants imagine that the prototype was established in front of their home. The design of the screens within the prototype were based on a location within in the neighborhood. This makes it easier for the participants to imagine that this place is in front of their home. The evaluation study was conducted in the living room of Spangen (Dutch: huiskamer van Spangen) to lower the threshold for the invited guest to participate in the evaluation study and to attend the presentation

### Participants

All interviewees and experts that were involved during the master thesis were invited to attend the presentation and evaluation study 6 weeks before the evaluation study was performed. Around 20 people were invited, and these people were also asked to invite their network in the neighborhood. Since these invited people include both involved and barely involved residents as authorities, this evaluation

### Research environment

study was focused on getting feedback from different perspectives instead of proving the effect.

### Approach

Since the presentation could influence the results, a question card and question implemented in the presentations were used to compare the results after using the prototype with. The focus group session was used to understand why the participants mentioned different aspects to discover why certain aspects were interesting or needed to improve. The questions implemented in this evaluation study were based on the design criteria. These design criteria determine if the desired effect is reached.



Figure H1.1: Question cards

## Procedure

### 1. Card

Before the presentation, the participants are being asked to think about the public space that is also used for the prototype. The answers on this card could be compared with the questionnaire after testing the prototype to evaluate the effect of the prototype (figure H1.1).

### 2. Presentation & questions

During the presentation, the participants are being asked what their current involvement is in the neighborhood. These results can be compared with the results after using the prototype. This question are being asked by using a tool within the presentation and mobile phone of the attendees (figure H1.2).

*Questions (in Dutch):*

1. Op welke manier ben je betrokken met de wijk? (indien niet betrokken; vul x in)
2. Is er ooit iets veranderd in de wijk in de buurt (nieuwbouw, renovatie, publieke ruimte etc..)? (zo ja, ga door met de vragen hieronder)
  - a. Ben je ingelicht over deze veranderingen? (door wie en hoe?)
  - b. Ben je betrokken geweest bij deze veranderingen? (hoe?)



Figure H1.2: Online live questionnaire

### 3. Focus group session

The aim of the focus group session is to discover what the potential is of BuurThuis and what the possibilities are in the municipality to develop BuurThuis.

“Hoe zou de BuurThuis geïmplementeerd kunnen worden bij de gemeente?”

- proces
- beheer
- verantwoordelijkheid

### 4. Prototype

The prototype is tested to discover what the effect of the user is compared with the gathered current situation in the two procedure steps before.

### 5. Questionnaire afterwards

For the questionnaire see figure H1.3.

## Enquete over de BuurThuis

Zou je de volgende 10 vragen willen invullen? Voor deze vragen is het nodig om je in te denken dat de BuurThuis op een plek staat **in de buurt van je eigen huis**.

**Naam:** .....

1. Hoe ziet de toekomst van deze plek eruit?

.....  
.....

2. Ik heb het gevoel dat ik nu beter kon antwoorden op deze vraag.

**Zeers oneens**

**Zeers eens**

3. Waar kwam dit door?

.....  
.....

4. Zijn er nog meer dingen die je zou willen weten van de buurt?

- Nee**, ik zou überhaupt niet gaan kijken wat de meningen van de buurt zijn.  
 **Nee**, dit is voor mij genoeg.  
 **Ja**, namelijk .....

5. Ik heb mijn buurt beter leren kennen door dit product.

**Zeers oneens**

**Zeers eens**

*er zijn meer vragen op andere zijde*

### Uiteindelijke product

In het uiteindelijke product, kun je ook je eigen mening over de buurt geven op dezelfde manier als je de mening van de buurt hebt gezien. Stel je voor dat je dit ook zou kunnen doen in dit prototype...

6. Waarom zou je wel/niet je mening geven?

.....  
.....

7. Ik heb het gevoel dat mijn mening even veel mee telt als die van anderen in de buurt.

**Zeers oneens**

**Zeers eens**

8. Ik heb het gevoel dat ik met het 'uiteindelijke product' meer controle heb over wat er met deze plek gaat gebeuren.

**Zeers oneens**

**Zeers eens**

9. Ik zou als het 'uiteindelijke product' bij mij voor de deur zou nog een keer terugkomen.

**Zeers oneens**

**Zeers eens**

10. Heb je nog overige opmerkingen of vragen?

.....  
.....  
.....  
.....

**Heel erg bedankt voor uw medewerking!!**

## Results

The four people that attended the evaluation & presentation session were experts on different fields related to the involvement in the neighborhood Spangen. Figure 4.17 in the report describes the four different participants and their expertise.

Since four people were present during the presentation, the questionnaires are not representative to state well-founded conclusions. Therefore, the results of these questionnaires are used to explain or expand the knowledge gained during the focus group session afterwards the presentation. The questionnaire results are also used to improve the questionnaires and the procedure for the extra evaluation study during the West Practice Event in appendix H.2 (see paragraph limitations in this chapter).

### General impression

All participants were enthusiastic about the BuurThuis. P2 and P3 agreed with P1;

*P1: "Ik denk sowieso dat die door Citylab010 realiseerbaar is. Het is heel innovatief."*

Later in the conversation, all participants give different positive arguments over the concept, but they also discussed about different aspects that could be improved. These results are arranged in the following themes.

### Activate to participate

The questionnaire also showed that the BuurThuis is for all participants attractive enough to return again. These results are compared with the questionnaire during the presentation about the current involvement

in the neighborhood. All participants perform activities with other neighbors once in a while and were actively involved in transformations in their neighborhood. Comparison between this current situation and the attractiveness of the prototype cannot base if the prototype will activate more people. The reason for this result is that these participants are not representative for the neighborhood.

### Non-committal

Two of the four participants indicated the non-committal characteristic of the BuurThuis by themselves and the other participants agreed with this opinion.

*P1: "Niet gedwongen" "Zelf de keuze om er naar toe te gaan."*

*P3 "Echt op hun eigen tijd er naar toe gaan."*

An example of P1 illustrates that they experience this as a positive characteristic of the BuurThuis. The BuurThuis makes it possible that participating will be a choice that is accessible for everyone and will not exclude people.

*P1: "Je hebt altijd dat probleem rond verkiezingstijd, ik ben niet betrokken." "Je krijgt nu een tool aangereikt die helemaal niet gedwongen is of wat dan ook. Je kan de keuze maken om aangesloten te blijven of niet."*

P3 describes that there are already multiple participation tools used by the municipality, but what the BuurThuis makes an unique concept according to P3 is that people can use it on their preferred time and have their own privacy to react.



### **Location of the BuurThuis**

The group started their own discussion over the location of the BuurThuis. The reason why they started this discussion was because P1 expected that the current location of the BuurThuis at the Spaanse Bocht will not attract many people. The group brainstormed over better locations in Spangen, but P3 defended the actual place. She motivated this with explaining that the actual place is important to shape an idea:

*P3: "Het gaat over deze plek. Het gaat erover dat mensen voelen dat er iets gaat gebeuren met deze plek. En dan kom je tot de ontdekking wat doen mensen hier. Zien ze een verandering zitten."*

All participant agreed with this opinion and understood why it is important to locate the BuurThuis on the place that should be improved.

### **Place attachment**

During the use of the prototype, P1 starts a conversation with the other participants over an 'new activity' in the prototype;

*P1: "We gaan een podium maken daar..."*

P2 reacts on this idea and also tells another story of the prototype she found promising. They discuss and brainstorm over different ideas.

*P2: "Ik hoorde ook iemand zeggen een kast met speelonderdelen, podium is ook een leuk idee..."*

Besides, the prototype starts a conversation between the participants, it also shows that the prototype supported in developing the future of a place. This is confirmed

in the comparison between the 'question cards' and the questionnaire after testing the prototype. P1, P2, P3 indicated that the presentation or BuurThuis supported in developing the future of the proposed place. These participants changed their answer on the question 'how they see the future of the place'. P4 attended on half of the presentation and filled in a part of the 'question card'.

The movies made during the presentation of the participants showed that the participant filled in more of the question card after the explanation of the concept. A part of the answer on the 'question card' matched with the presentation at that exact time the participant filled in the card. These observations could propose that this participant also developed the future of this place with making use of the presentation or BuurThuis.

### **Social distance**

After the presentation, it was explained why social distance is needed to include a diverse target group. The participants nodded in recognition at this explanation. Later during the session P2 explained an eye-opener for her how this concept differs in approach from the current methods used by the municipality:

*P2: "We proberen gezamenlijk tot iets te komen met mensen met verschillende achtergrond.. dat iedereen hun mening geven en maar dat betekent niet dat ze dan allemaal ook echt het gevoel hebben dat ze voldoende meepraten. Dat gezamenlijk iets is wat de gemeente doet, maar dat is natuurlijk niet altijd zo."*

P2 agreed with the fact that it is impossible to let all people collaborate with each other and to give citizens the possibility to give an honest opinion within a group, while this is an often used approach by the municipality.

### **Ownership & public support**

P2 agreed with the co-ownership that the BuurThuis aims for. P3 also confirms that she also likes this aspect of the concept. She explains that it is interesting way to make citizen initiatives better;

*P3: "Wat ik wel leuk vind, is dat het echt gaat om die specifieke ruimte en dat je die koppelt aan bewonersinitiatieven die denken dat hier iets kan. En dit maakt het dat dat een slag beter kan."*

Later in the conversation, P3 also explained that the presentation was an eye-opener for her on the field of public support. She expected that citizens could reach public support better than the municipality, but this presentation attends her on the fact that the municipality should pay attention if an initiative has the public support that it should have:

*P3: "We hebben het idee dat die bewoners dat veel beter kunnen dan dat draagvlak. Ik vind het wel opvallend dat iedereen niet te makkelijk moet denken dat we dat draagvlak wel hebben."*

### **Management of the BuurThuis**

The participants discussed about the management of the BuurThuis. The citizens (P1 & P4) suggested residents and employees of the municipality (P2 & P3) discussed about the possibilities in the municipality. Finally, all participants agreed that regulate it on a local level is the

best solution. When I asked them what to do with the prejudices people have in this neighborhood, the participants changed their opinion. The conversation showed that these participants had no direct prejudices in the neighborhood, but they agreed that prejudices could play a huge role in this neighborhood. Therefore, the discussed about solution within the municipality. An idea was to let KIP (Kenniscentrum Informatie & Participatie) of the cluster 'service' could implement the BuurThuis.

### **Feasibility of the BuurThuis**

P1 did not expect many problems with the feasibility of the BuurThuis. However, P3 had some questions with the feasibility. She gives examples such as vandalism, technical problems and nuisance. P1 expect that is possible to prevent these concerns. These arguments are interesting to take into account for further research or development of the concept.

### **Expanding the concept**

The participants also give other suggestions how the BuurThuis could be used in the neighborhood. P1 connected the concept with a generated idea during the hackathon described in appendix D.1 'Sporen van Delfshaven'.

*P1: "De buurtThuis is een interactieve manier om meer over het gebied te weten kunnen komen."*

According to the participants the BuurThuis is a concept that can be used for opinion-forming. P2 & P3 suggested to use the BuurThuis in an early stage of development plans of small redesign plans;

*P2: "Inrichtingsplannen zou het er dan heel vroeg moeten staan. Niet halverwege, want dan is het al te ver ingetekend."*

In the questionnaire was asked if people need to know more about their neighbors to get insight what should be improved to make the stories more realistic. The participants did not relate this question to the prototype. Therefore, the results give not direct improvements related to the BuurThuis. This result can be used to improve the questions for the study in appendix H.2.

### **Limitations**

- One of the participants (P4) attended the presentation at the half of the presentation. This is also the reason why she was not involved in all topics.
- During the presentation a part of the concept was already explained. This could also have influenced how people used the prototype and also could have influence why the user mentioned certain aspects of the BuurThuis concept. Since most topics were introduced by the participants itself, the mentioned topics give interesting insights related to the effect of the concept.

### **Conclusions**

#### **How does the BuurThuis make participation in the neighborhood more accessible?**

Although the evaluation study was conducted with only four participants, the study gave interesting insights in what aspects of the BuurThuis makes participating in the development of a citizen's initiative in public space more

accessible. The insights are interesting because most themes described in this chapter were suggested by the participants itself without any guidance of the moderator. Because the themes are connected to most design criteria, this shows that these themes translate interesting aspects of the BuurThuis.

BuurThuis was an eye-opener for the participants of the municipality (P2 & P3). The current approach of the municipality does not always enable residents to participate at their preferred time and duration (non-committal) and to give an honest and personal opinion (social distance) without interacting with other residents. This proves the relevance of BuurThuis and the need for certain improvements within the municipality. Whether BuurThuis is the best solution that respond to these aspects is not proved by this evaluation study.

#### **How does the BuurThuis could be implemented in Rotterdam municipality?**

BuurThuis is an interesting concept and has also multiple other opportunities that could be reached with this concept. The prototype is also a good way to communicate the research insights in this master thesis. Although the participants were very enthusiastic about the concept, the concept is not finished yet. The participants mentioned different aspects that need to improve and also discussed what the possibilities are to implement BuurThuis. These insights could be used to write a proposal for the development of the BuurThuis.

# Exhibition West Practice Event

## Appendix H.2

**BuurThuis was part of the exhibition of OpenDataLab at West Practice Event in 'Uit je eigen stad'. The aim of this exhibition was to generate publicity for the OpenDataLab among social entrepreneurs. This makes it interesting to discover what the potential is of the BuurThuis concept and to get more feedback over the effect of the BuurThuis concept.**

### Research questions

How does the BuurThuis make participation in the neighborhood more accessible?  
How does the BuurThuis active more people to participate in the development of a citizen's initiative in public space?

### Approach & participants

All residents of Rotterdam and social entrepreneurs in Rotterdam were invited to join the West Practice Event. The event took place one evening and a day from which only the evening BuurThuis was part of the exhibition. Around 500-2000 people were expected to join the event these two days. Therefore, procedure is focused on evaluating if the prototype activates more people to participate in the development of an initiative (since this was not confirmed in the evaluation study).

### Procedure

The procedure contains three different steps:

- Questions before the test
- Testing the prototype
- Questions afterwards the test

The question can be found in figure H2.1 on the next page.

### Results

Although it was expected that multiple participants should attend the exhibition, only 6 participants tested and discussed the prototype. Therefore, the prepared questions gave no prove if the prototype activates more people to participate. That is also why the results show the insights in the conversation after testing the prototype and do not include the results of these questionnaires.

#### **Participant 1 & 2: woman**

Participant 1 & 2 tested the prototype together. Both participants were very enthusiastic about the idea. BuurThuis makes it easier to determine what people's opinion is about a place and is also very non-committal. The participants the BuurThuis concept to come to the place they were going to redesign around 'Uit je eigen stad'.

#### **Participant 3: woman**

This participant also attended the Park hackathon (appendix D.1). She also connected the BuurThuis concept with the the idea developed by her in the Park hackathon 'Sporen van Delfshaven'. The BuurThuis is a product that also can collect stories to enrich places in the neighborhood and to generate publicity for the green connection. She was very enthusiastic and



to imagine that there are also other people in the neighborhood that do not have this motivation but want to be involved.

### **Participant 5: woman**

Participant 5 described that the municipality often asks a lot of his citizens. The BuurThuis is a product that also give the citizens something, namely insight in other citizens. This could also trigger people to participate. She expects that people are interested to know what their neighbors are doing at a public space. This result shows that the convince step are an important trigger in the BuurThuis concept that could motivate people to participate.

### **Participant 6: woman**

This participant was an international expert from Deloitte that works in the innovation booster. Her job was also focused on empowering citizens to participate in the society. This was also the reason why she and her other colleagues attended the OpenDataLab exhibition. The BuurThuis concept was discussed and an explanation about the prototype was given (since the prototype is in Dutch). According to her it was an interesting new direction to involve people. In her job, she also had to do with the problems that BuurThuis tries to solve. She took pictures for inspiration.

### **Limitations**

- After the fifth participant, it was discovered that the first two questions in the questionnaire did not match the multiple-choice answers. Since only 6 participants tested the prototype, the questionnaires

were not used to draw conclusions.

Therefore, these limitations does not have any effect on the results.

- An exhibition is mainly focused on telling a story to people instead of collecting feedback. This is also one of the reason why the results were not as expected. The results were not as profound as the evaluation study in appendix H.1.

### **Conclusions**

Although this study did not give the results as expected, the exhibition gives the insight that BuurThuis is an interesting concept and has potential to be developed. Multiple participants registered to keep involved in the development of BuurThuis (chapter 4.4). The interesting aspects people mentioned about the BuurThuis concept were mainly about the opinions people can see of other neighbors. People prefer to her stories of other people and that can motivate to participate or to be aware of what is happening at a certain place. This aspect was not explicitly mentioned during the evaluation study (appendix H.1), but is an interesting aspect of BuurThuis that show the effect. Therefore, this insight is used to create one of the design principles (chapter 4.3). Most of the participants were very enthusiastic about the concept except one. It seems that this has negative effect on the results, but this gave a realistic insight in how difficult it is to change the mind of the active residents. It also shows that these people want to keep their ownership. The need for a product as BuurThuis is even more confirmed with this insight.

