

PERCEIVED SAFETY IN NEIGHBOURHOODS

A design to increase
the subjective safety

APPENDIX

FLORIS SOMBEEK
MASTER THESIS

July 2021

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APPENDIX I

PROJECT BRIEF




IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student’s IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student’s registration and study progress.
- IDE’s Board of Examiners confirms if the student is allowed to start the Graduation Project.

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Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.




STUDENT DATA & MASTER PROGRAMME
Save this form according the format “IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy”. Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 ! 

family name	Sombeek	4698	Your master programme (only select the options that apply to you):	
initials	F.G.I.	given name	Floris	IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfi <input checked="" type="radio"/> SPD
student number	4379837		2 nd non-IDE master: _____	
street & no.	_____		individual programme: - - (give date of approval)	
zipcode & city	Rotterdam		honours programme: <input type="radio"/> Honours Programme Master	
country	The Netherlands		specialisation / annotation: <input type="radio"/> Medisign	
phone	_____		<input type="radio"/> Tech. in Sustainable Design	
email	_____		<input type="radio"/> Entrepreneurship	

SUPERVISORY TEAM **
Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair	Prof. dr. ir. Engelen, J.M.L. van	dept. / section:	SDE / DfS
** mentor	Dr. ir. Kobus, C.B.A	dept. / section:	DOS / MCR
2 nd mentor	Jaap Warmenhoven / Marjolein Vermeulen		
	organisation: Matching Futures / MV Design		
	city: Amsterdam / Rotterdam	country:	The Netherlands

comments (optional) In case only one external (2nd) mentor can be listed on this document, this will be Jaap Warmenhoven of Matching Futures in Amsterdam.

-  Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..
-  Second mentor only applies in case the assignment is hosted by an external organisation.
-  Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Prof. dr. ir. Engelen, J.M.L. van date - - signature

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 18 EC ☒ YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme 18 EC ☐ NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name J. J. de Bruin date 10 - 02 - 2021 signature

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: ☒ APPROVED ☐ NOT APPROVED

Procedure: ☒ APPROVED ☐ NOT APPROVED

- remark: Title is not clear; Safety and security in neighbourhoods: a design to increase the perceived value of what?

comments

name Monique von Morgen date 16 - 02 - 2021 signature

Safety and security in neighbourhoods: a design to increase the perceiv... project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 08 - 02 - 2021 02 - 07 - 2021 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

TITEL: Safety and security in neighbourhoods: a design to increase the perceived value

MV Design and Matching Futures are two social design consultancies in Rotterdam and Amsterdam. They address complex, societal issues in society. Together, they launched an initiative 'De Nacht Club' ('The Night Club') in the neighbourhood 'Reyeroord' in Rotterdam. Stakeholders in this initiative are MV Design, Matching Futures and the neighbourhood Reyeroord; both its inhabitants and working professionals. Furthermore there is the municipality of Rotterdam and the 'Stimuleringsfonds Creatieve Industrie', who both provide subsidies for this initiative.

De Nacht Club was originally founded in cooperation with the municipality of Rotterdam. The PAW (Program for Gasfree Neighbourhoods) of the Ministry of Internal Affairs was involved as a partner to stimulate the energy transition in the neighbourhood Reyeroord. For several people and organisations, De Nacht Club turned out to be valuable in several other ways than just as means of social groundwork for the purpose of the energy transition.

At this point in time, four editions of this initiative have been held. These editions were in the form of gatherings that included inhabitants of the neighbourhood Reyeroord, local officials of the municipality of Rotterdam, local policemen and members of the housing corporation. During these gatherings, intimate stories and information was shared that influenced the needs, desires, perceptions and expectations of the attendees and the neighbourhood itself.

At the moment, the initiative addresses the perceived safety and security in the neighbourhood Reyeroord. De Nacht Club is a frame that uses the night as a new perspective for the neighbourhood. It offers the inhabitants and professionals of Reyeroord a way to shape their expectations (or desires) and their perceptions. This way, De Nacht Club might influence their perceived safety and security (Zeithaml et al. 1988). Also, several more perceived values that may influence the perceived safety and security of the neighbourhood lie at different thematic fields. For instance, the quality of (the public space of) the neighbourhood and the equal inclusion of all stakeholders in the neighbourhood's future policies.

The concept is at an early stage but it already seems to have an impact on the perceived safety and security of the inhabitants, the working professionals and even the neighbourhood itself. In this project I want to explore this positive impact of De Nacht Club and its potential for a larger or broader impact in society. I think that main opportunities lay in a positive impact on the perceived safety and security in a society and in the way in which neighbourhoods and its future policies are designed.

The current limitations of the initiative, partly due to the early stage it is in, is the lack of deep insights as to exactly what, how, for whom and why this initiative has (perceived) value. Also, there is no viable and self-sustaining model and a strategic intent to ensure the future existence of De Nacht Club.

For further information on the current status of this initiative:
<https://mvdesign.nl/projecten/de-nacht-club/>

space available for images / figures on next page

introduction (continued): space for images



image / figure 1: The second edition of 'De Nacht Club' in which stories and insights are shared during a night walk.

TO PLACE YOUR IMAGE IN THIS AREA:

- **SAVE THIS DOCUMENT TO YOUR COMPUTER AND OPEN IT IN ADOBE READER**
- **CLICK AREA TO PLACE IMAGE / FIGURE**

PLEASE NOTE:

- **IMAGE WILL SCALE TO FIT AUTOMATICALLY**
- **NATIVE IMAGE RATIO IS 16:10**
- **IF YOU EXPERIENCE PROBLEMS IN UPLOADING, COVERT IMAGE TO PDF AND TRY AGAIN**

image / figure 2:

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

De Nacht Club may have a positive impact on the perceived safety and security in the neighbourhood Reyerood in Rotterdam. The concept is at an early stage and the stakeholders wish to affirm the added societal value of De Nacht Club. Therefore the concept needs to be further researched in order to provide further development. Research is needed as to how De Nacht Club influences the perceived safety and security in the neighbourhood, its inhabitants and working professionals. And, if De Nacht Club does (offer a way to) shape people's expectations and perceptions to influence this perceived value. (Zeithaml et al. 1988)

Also, research is needed as to why there appears to be an interest for this concept in the neighbourhood Reyerood. Because if De Nacht Club can influence the perceived safety and security here, there is the possibility to apply it to other neighbourhoods or contexts to increase the perceived safety and security in society. But how can De Nacht Club reach this? How does De Nacht Club create a group or movement to work towards the goal of increasing the perceived safety and security in neighbourhoods and society? At the moment, there no strategic intent to reach this goal and to ensure the future existence of De Nacht Club. Because at the moment, the project is subsidy dependent. This makes it less likely to exist for the long-term.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

An understanding of the perceived safety and security in the neighbourhood Reyerood, Rotterdam and how De Nacht Club influences this is needed. A (re)design for the concept is then needed to help it towards the goal of increasing the perceived safety and security in the neighbourhood. Furthermore, a strategic intent to apply De Nacht Club in different neighbourhoods and contexts to enlarge its impact on society is required.

The assignment of this project is to gain, through research, an understanding of the perceived safety and security in the neighbourhood Reyerood and how De Nacht Club relates to this (and to its future policies). Besides consulting existing literature, generative tools for context mapping (Stappers & Sanders, 2003) might be used. Alternatively, user research methods like interviews, focus groups or probes are possible. (Daae & Boks, 2015) A systemic design approach (Jones, 2014 & 2018) can be used to map the complex societal issue of perceived safety and security.

After this, a (re)design for De Nacht Club including a self-sustaining, viable (business) model can be created. A business model canvas for social enterprises (Vial & Humanika, 2016 or Sparviero, 2019) can be used. Such a business model would be to describe how De Nacht Club functions in achieving its goal of increasing the perceived safety and security in society. (Massa et al., 2017)

Furthermore, a strategic intent to be able to apply the concept to different neighbourhoods or contexts is to be designed. The purpose of the strategic intent would be to enlarge or broaden the impact of De Nacht Club in society. A (social) brand or narrative is an option to do so. The brand DNA method (or SWOT-method) can be applied (Brand, Product & Commercialisation course, 2019). Also the theory of Contrarian Branding (Roland van der Vorst, 2017) or Brand Management (Michael Beverland, 2018) might be used. A narrative can be created to engage people or to create a movement towards the strategic direction. (Nijs, 2014 & 2015).

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date

8 - 2 - 2021

2 - 7 - 2021

end date

Fulltime during semester 2
(30 EC, 20 weeks)

Calendar week no.	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Project week no.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21

Research phase

identify stakeholders and valuestreams

Concept phase

Explore promising directions and concepts

Elaborate a detailed concept and its communication

Future oriented phase

Develop a lasting and self-sustainable model

Finalizing deliverables

Assessment moments

Mid-term evaluation

Green light meeting

Graduation ceremony

In this planning, the three major parts of the project are visualized. The project will take 20 weeks (100 days, fulltime), which stands for 30 ECTS. One week extra is included because of (national) holidays in between.

The three formal assessment moments are:

- The mid-term evaluation (day 39).
Thursday the 1st of April, 2021: 16.00h.
- The green light meeting (day 79).
Thursday the 3rd of June, 2021: 16.00h.
- The graduation ceremony.
To be determined.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

This project speaks to me because I was born in a city and lived in an urban environment all my life. I am interested in (social) relations between people or groups and how this emerges and influences (their) lives or intents. Therefore, the complex interaction between municipalities, inhabitants and neighbourhoods has my interest as well. And so, during my studies, I became interested in the field of social design, social entrepreneurship and dealing with complex societal challenges. On the other side, communicative components of design like branding and stakeholder management also have my interest (also see the first personal learning objective below). I like to be involved in complex societal problems to have a positive societal and environmental impact on this world.

For my graduation project, I really wanted to gain experience by cooperating with an external organisation, because in my opinion that is of great added value in the field of strategic design and social design. My personal motivation and interest in a design consultancy is the diversity it offers. Although it is not very relevant for my graduation project because this will focus on a single project, I am in favour of a design agency or consultancy that has a diverse range of projects and clients. I am glad that even during this current pandemic, Matching Futures, MV Design, my coaches and myself managed to create an enthusiastic and inspiring environment and context for my graduation project.

Also, I would like to state my personal learning objectives, apart from the general learning objectives of the graduation project:

- During the previous years I developed the competence of stakeholder (or people) management. In extra curricularactivities as well as in my BSc and MSc programmes I have often (unconsciously) maneuvered/found myself in a position in which I manage expectations, ambitions and opinions of multiple parties, groups or persons. In my opinion, this is one of the most important aspects to create a positive relationship and a motivating environment for team members, departments, colleagues and even organisations. I want to broaden this competence on a next level, which is one of the reasons why I was highly motivated to find an external party for my graduation project. This project will include two internal and at least two external coaches, next to all the stakeholders from the project itself. By understanding the (changing) roles of every stakeholder (including myself) in this project I want to develop a successful and enthusiastic team and project that complements and strengthens each other.
- I am interested in what brings people together and what creates movements amongst (groups of) people. I want to gain more in-depth knowledge on how such groups are formed (for instance with a story, a common goal, or a narrative (brand)) and why these groups (continue to) exist. This is also relevant for this project 'De Nacht Club'.
- Also, I look forward to gaining experience in making a narrative or concept concrete. Often during course projects, the course or project stops, when the time to realise and make the results concrete starts (which obviously has its reasons). With the MSc elective Social Venturing I was part of a group and we created a narrative in which we took a first step (a pilot) into the realisation of a narrative and concept. In this graduation project I want to take this a step further and broaden my expertise on how to do so. In cooperation with external social design organisations there will be a lot of experience and in-depth knowledge to gain.

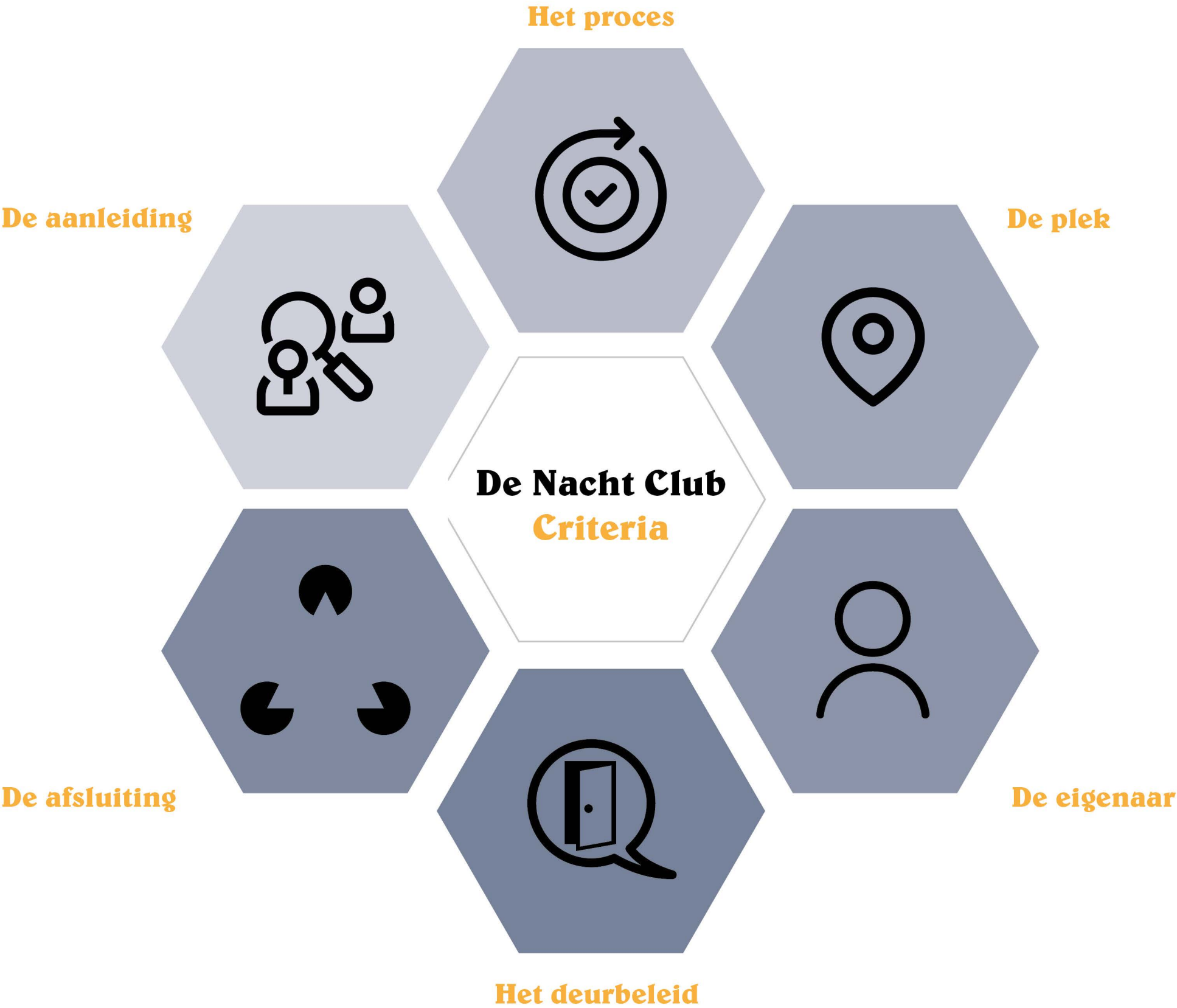
FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

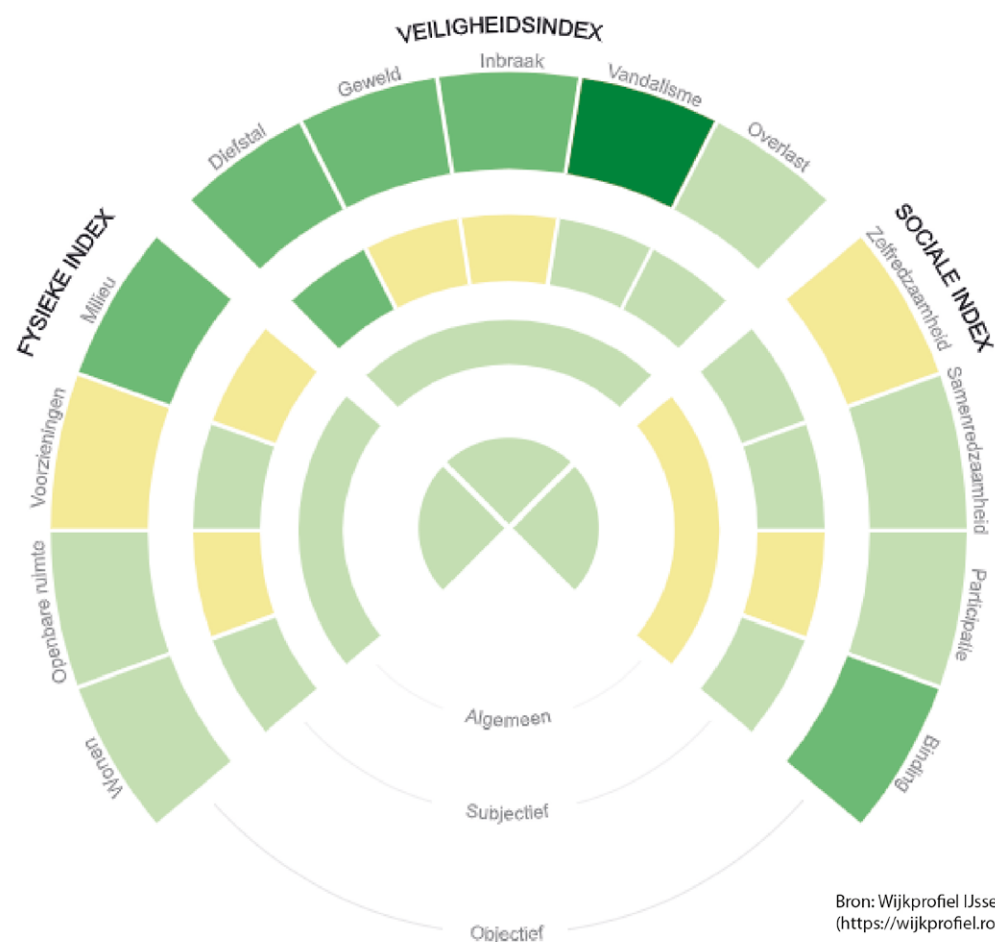
The references of this project brief are stated in a separate document that I added.

APPENDIX II

THE CRITERIA



De aanleiding

De Nacht Club
CriteriaBron: Wijkprofiel IJsselmonde, Rotterdam 2020
(<https://wijkprofiel.rotterdam.nl/nl/2020/rotterdam/ijsselmonde>)

De Nacht Club

Een veilige plek voor onveilige onderwerpen

In **de aanleiding** wordt beoordeeld in hoeverre De Nacht Club effect kan hebben in een specifieke omgeving. En op welke manier.

Het criterium hiervoor bestaat uit meerdere aspecten. Wijkprofielen of kwalitatieve interviews kunnen worden gebruikt om een inschatting van het nut van De Nacht Club in een omgeving te maken.

Criterium

De omgeving biedt gelegenheid voor de verbetering van de omgevingsbeleving.

Toelichting

Hoe kan de omgevingsbeleving worden beoordeeld?

In de **sociale omgeving** dient gekeken te worden naar:

- De mate van sociale interactie tussen de gebruikers van die omgeving.
- De aanwezigheid van korte-termijn bewoners (tijdelijke bewoners/huurders).
- Een 'kloof' in de omgeving (bijvoorbeeld een generatie of etnische kloof).
- De mate van betrokkenheid in/van de omgeving (activiteiten, (buurt)initiatieven).

In de **fysieke omgeving** dient gekeken te worden naar:

- De mate van vervuiling in de omgeving (schoonbeleving).
- De mate van fysieke aantrekkelijkheid (verouderd, verwaarloosd).
- De mate van achterstallige inrichting van de publieke ruimte (verlichting, faciliteiten, overzichtelijkheid).
- De ratio van privé en bedrijfsgebouwen (overwegend woonhuizen/kantoren)

In de **institutionele omgeving** dient gekeken te worden naar:

- De mate van betrokkenheid van de instituties (gemeente, politie)
- De mate van opmerikbaarheid van de (aanwezigheid van) lokale instituties.
- De mate van benaderbaarheid (laagdrempeligheid) tussen leef en systeemwereld (relaties tussen instituties en bewoners).

In de **criminele omgeving** dient gekeken te worden naar:

- De kwantiteit van meldingen van criminaliteit (inbraak, overlast)
- De aanwezigheid van ondermijnende activiteiten (drugsgebruik, dienstverlening aan het criminele circuit).



De waarde van ontmoeting zit in het vergroten van de capaciteit van verwachtingen en waarnemingen van mensen.

De Nacht Club vindt een ontmoeting waardevol als die:

- Tweezijdig is. Ontmoeting komt van twee kanten.
- Diepgaand, intiem en oprecht is.
- Gelijkwaardig is. Als mensen zichzelf zijn en de ruimte voelen de functie die ze overdag bekleden niet leidend te laten zijn. In De Nacht Club is iedereen gelijk en is iedereen zichzelf.
- Iets veroorzaakt. Zoals een botsing of een kus. Als een nieuwe mening of een ander perspectief bijvoorbeeld wordt gedeeld.
- Spannend en uitdagend is. Bij een ontmoeting weet niemand waar het precies toe zal leiden.
- Open en respectvol is.

De Nacht Club

Een veilige plek voor onveilige onderwerpen



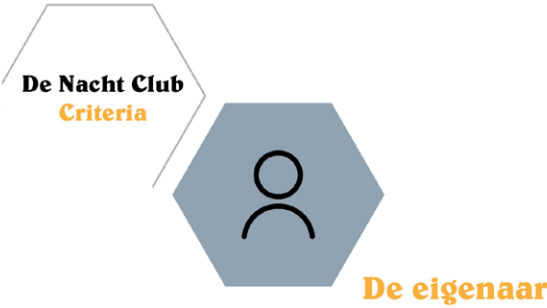


“Je maakt iets gelijks mee, dat versterkt wel, als soort van vrienden ga je uit elkaar.”

- Frans, wijkbewoner en buurtpreventie

De Nacht Club
Een veilige plek voor onveilige onderwerpen

De plek omschrijft waar De Nacht Club gaat plaatsvinden. Deze plek moet bijdragen aan de missie.	
De plek moet dus de kracht van ontmoetingen stimuleren. Daarvoor dienen de volgende criteria.	
Criteria	Toelichting
De Nacht Club vindt plaats op: Een plek in de publieke/openbare ruimte van de omgeving.	In een wijk is dit bijvoorbeeld een openbaar pleintje of veldje.
Een plek in een nachtelijke setting.	De Nacht Club vindt plaats als de zon onder is. Dit zorgt voor openhartigheid en intimiteit. In korte tijd ontstaat inzicht in wat er toe doet.
Een plek die geen verwachtingen creëert.	Dit is een plek die van niemand en daardoor van iedereen is. Er zijn hierdoor geen machtsverhoudingen aanwezig. Dit is in de regel in de open lucht.
Een plek die intimiteit en openhartigheid ondersteunt.	Met ‘staging’ wordt een theatrale setting van De Nacht Club en/of een specifiek thema gecreëerd. Bijvoorbeeld door elementen (niet te letterlijk) te gebruiken zoals licht of een (uitvergrote) discobal.
Een plek die ontmoeting stimuleert.	De setting moet aansluiten bij de openhartigheid. Dus geen stoelen, tafels of andere afleiding (zoals muziek) van de ontmoeting zelf. De eigenaar kan er voor kiezen om een metafoor of de staging te gebruiken om dialoog te stimuleren. Zie hiervoor ook ‘de eigenaar’.



“In De Nacht Club spreek ik mensen op gelijkwaardige basis. Samen pakken we de nacht terug.”

- Mark, wijkagent

De Nacht Club

Een veilige plek voor onveilige onderwerpen

De eigenaar van De Nacht Club heeft de verantwoordelijkheid om de waarde van ontmoeting tijdens De Nacht Club te waarborgen. De volgende criteria gelden voor het gedrag en de rol van de eigenaar.

De eigenaar heeft ervaring met groepsgesprekken nodig. Zij/hij heeft eerdere edities van De Nacht Club meegemaakt.

Criteria	Toetsing criteria
De eigenaar: Verwelkomt de aanwezigen en vervult de rol van vertrouwenspersoon in de groep.	Verzorgt elke editie persoonlijke uitnodigingen en verwelkomt en bedankt de aanwezigen. Persoonlijke toenadering en laagdrempeligheid zijn belangrijk.
Is verantwoordelijk voor een gezamenlijk ‘frame of reference’ voor elke editie. Een onderwerp waar alle aanwezigen zich toe kunnen verhouden.	Een onderwerp (“Hier Zijn Draken”) zorgt voor een nieuwe taal om lastige gesprekken laagdrempeliger te maken. Het moet oppervlakkigheid of het verlies van diepgang in een gesprek tegengaan.
Heeft geen regie/controle over de groep. Zij/hij stuurt slechts het gesprek bij waar nodig of start het op wanneer het stukt.	De eigenaar kan met metaforen of uitdagende vragen het gesprek op gang helpen of bijsturen. Ter voorbereiding kan een draaiboek worden gemaakt met een grove tijdsindeling.
Laat ruimte voor gesprek en onderwerpen of behoeftes van alle aanwezigen.	Het is belangrijk dat de eigenaar meegaat in de dynamiek van het gesprek. Het draaiboek en het onderwerp zijn alleen bedoeld om waar nodig de kwaliteit en diepgang terug in het gesprek te brengen.
Is ook een aanwezige, neemt zelf dus ook deel aan het gesprek en de activiteiten.	Ontmoeting is tweezijdig. De eigenaar is dus ook aanwezige en neemt deel aan het gesprek als zodanig.
Stelt de aanwezigen op hun gemak en heeft een open en nieuwsgierige houding.	Een belangrijke rol van de eigenaar is om ervoor te zorgen dat de aanwezigen zich veilig voelen om over onveilige onderwerpen te praten. Zij/hij stelt hen op hun gemak en creëert vertrouwensrelaties binnen De Nacht Club.



Het deurbeleid

“De wijk is super divers. De wijkagent vertelt over problemen 10 straten verder en bij mij is het super rustig. Heel veel soorten mensen in een toch niet zo grote wijk. Normaal hoor ik die verhalen helemaal niet. Het brengt je bij elkaar.”

- Anja, wijkbewoner

De Nacht Club
Een veilige plek voor onveilige onderwerpen

<p>Met het deurbeleid wordt ervoor gezorgd dat De Nacht Club zo goed mogelijk functioneert. En prettig is voor alle aanwezigen. Net als een echte nacht club zijn er dus een aantal regels voor alle aanwezigen: de gasten.</p> <p>De regels worden door de eigenaar kort herhaald aan het begin van een editie.</p>		
	Criteria	Toetsing criteria
Het deurbeleid: Wordt gehanteerd door de eigenaar.		De eigenaar verstuurt de persoonlijke uitnodigingen voor De Nacht Club. Zij/hij is dus verantwoordelijk voor het deurbeleid.
Zorgt voor een diverse groep van mensen die iets met de omgeving te maken hebben.		Dat kunnen bijvoorbeeld de volgende groepen zijn. Bewoners (verschillende groepen: oud/jong, lang wonend/kort wonend), lokale ondernemers, professionals, bestuurders, ambtenaren, wijkagenten, buurtpreventie.
Zorgt voor een goede mix van de aanwezigen.		Dus niet negen bewoners en één ambtenaar. Streef naar een representatieve weergave van de verschillende waardes.
Zorgt voor behoud van persoonlijkheid en intimiteit van de ontmoeting. De groep mag dus niet te groot (of te klein) zijn.		Streef naar een middelgrote groep van ongeveer 10 aanwezigen. Bij grotere groepen kunnen aanwezigen verspreid worden over de avond in verschillende groepjes.
Zorgt voor nieuwe ontmoetingen voor de aanwezigen. Dit betekent geen vriendengroepen bijvoorbeeld.		De sociale en fysieke omgeving zijn zover mogelijk nieuw voor de aanwezigen. Het is dus wenselijk dat de aanwezigen elkaar van te voren niet (goed) kennen. (Met uitzondering van één vriend/kennis, dit kan de drempel voor aanwezigheid in sommige gevallen juist verlagen.)
De gasten van De Nacht Club: Zijn onderdeel van alle drie de edities.		Uiteraard is niemand verplicht, maar het is de bedoeling om dezelfde groep zoveel mogelijk bij elkaar houden, een club.
Zijn in de eerste plaats aanwezig als mens. Op de tweede plaats pas als functie.		De wijkagent doet bijvoorbeeld zijn politiepet af. Na afloop mag hij weer op.
Hebben een open en neutrale houding.		Zij veroordelen niet en leveren geen persoonlijk commentaar op andere gasten. Iedereen luistert zonder (voor)oordelen naar elkaar. De Nacht Club kan door de eigenaar worden beëindigd als de veiligheid in het geding komt.

De Nacht Club

Criteria

De afsluiting

“De gemeente heeft de neiging heel efficiënt te zijn, het gaat altijd over een bepaald thema of onderwerp, maar daar moet je soms juist van weg. (...) De Nacht Club geeft veel meer ruimte aan bewoners waardoor je echt wezenlijke gesprekken voert. Dit hebben we nodig voor een andere werkwijze als gemeente”

- Luuk, ambtenaar

De Nacht Club

Een veilige plek voor onveilige onderwerpen

De Nacht Club

Een veilige plek voor onveilige onderwerpen

Criteria

De Nacht Club reflecteert op de waarde van de interventie. Kwalitatieve reflectie (intern)

De Nacht Club kan de impact die het heeft gehad aantonen. Impact-meting: validatie (extern)

Toetsing criteria

Na afloop van de derde editie wordt gepeild bij alle aanwezigen hoe zij De Nacht Club ervaren hebben. Dit biedt reflectie voor de aanwezigen en dus ook voor de eigenaar. Verder biedt het validatie van (de waarde van ontmoetingen in) De Nacht Club.

Validatie van de toegevoegde waarde van De Nacht Club is belangrijk voor de communicatie met externen. Een validatie kan gebeuren door middel van een nulmeting in de eerste editie van De Nacht Club. En vervolgens een validatiemeting in de derde editie van De Nacht Club. Deze kwantitatieve meting verbindt een waarde aan de omgevingsbeleving van de aanwezigen in De Nacht Club.

Deze kwantitatieve aanpak staat natuurlijk averechts op het idee van De Nacht Club. Daarom is het de bedoeling om de kwalitatieve reflectie en deze validatie meting te combineren in een ‘Nacht Club’ stijl. Een suggestie is om iedere aanwezige bijvoorbeeld te verzoeken om achter op een bierviltje een antwoord op te schrijven op twee vragen (zie afbeelding). De eerste vraag richt zich op de fysieke omgeving, de tweede vraag op de sociale omgeving. De derde vraag is gebaseerd op een interesse van de gemeente in de (toekomst van) de wijk. Als collectieve reflectie kunnen de antwoorden op deze vragen eventueel in anonieme vorm worden voorgelezen tijdens de laatste editie.

p. 24

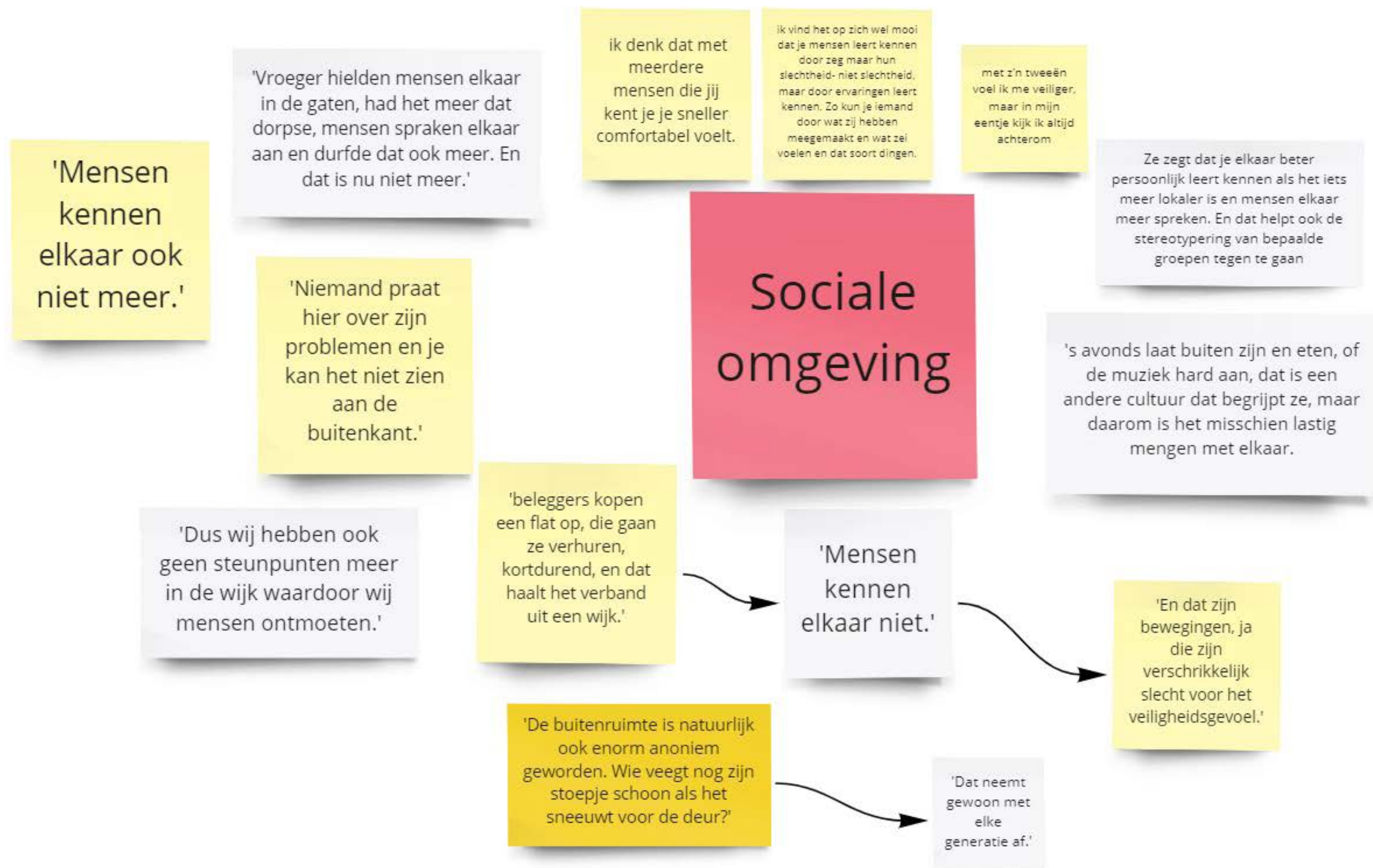
p. 25

APPENDIX III

FIELD RESEARCH

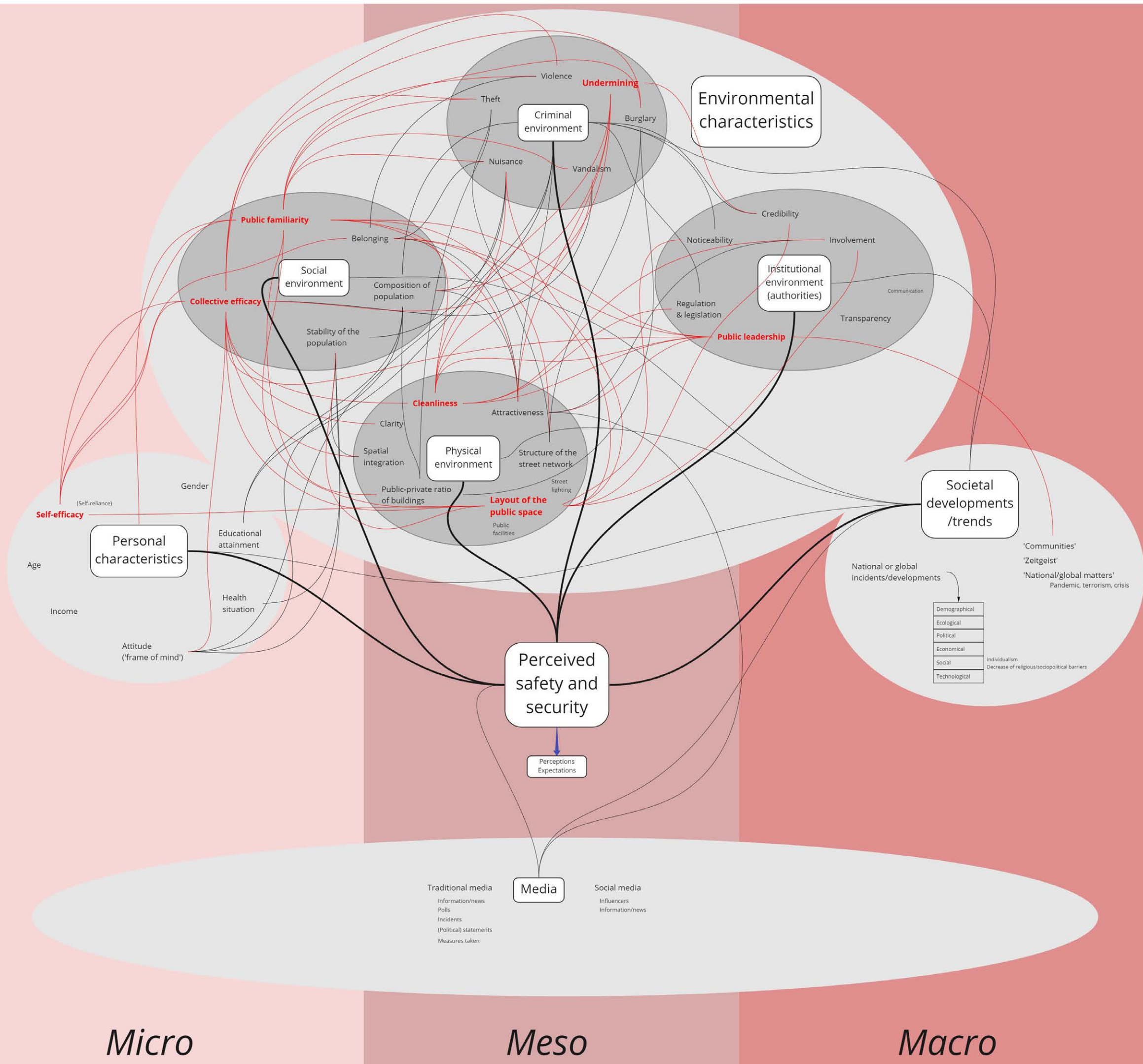
In this appendix, the elaborated content and quotes that are used in the report are presented. It contains information from ten interviews with twelve interviewees. First, the interviews were transcribed, then the insights were gathered. Next, these insights are categorized and clustered collectively. The result is shown on this and the following page. For privacy reasons, no names are stated. The interviews were executed in Dutch.





APPENDIX IV

THE SYSTEM
(interrelated factors)



APPENDIX V

THE LEVERAGE POINTS

These are the factors that have a relatively high influence on the system as a whole. The seven leverage points were the result of the number of relations with other factors and the personal interpretation and insight from the field research of the author. The leverage points are shortly elaborated and defined below.

Self-efficacy

The definition for self-efficacy is: 'realizing an acceptable level of functioning in the important areas of daily life' (Reijmers, 2017). Self-efficacy is a personal characteristic of people. It describes not just the extent to which people can trust their capabilities (self-reliance), but also the extent to which people can organise help or assistance from others when needed.

Collective efficacy

Sampson et al. (1997) define collective efficacy as: 'social cohesion among neighbours combined with their willingness to intervene on behalf of the common good.' Baraka (2016) states that the connection between the area and the local residents is important for a high degree of collective efficacy. She suggests paying attention to the reputation of a neighbourhood, to create a positive image to ensure more long-term residents. Dollevoet (2018) points out other factors that influence collective efficacy like: 'trust between the government and civilians [...] and low-threshold'.

Public familiarity

Blokland and Nast (2014) mention the importance of both strong and weak ties in a neighbourhood. Eysink Smeets (2016) defines public familiarity as: 'the way in which people can anticipate and count on both people they 'know' and don't know in the neighbourhood'.

Cleanliness

The cleanliness of a neighbourhood influences how people perceive the (physical) environment, and thus the subjective safety. Besides litter, cleanliness describes the extent to which an area is clear, pleasant and legible (Eysink Smeets, 2016).

The layout of the public space

The layout of the public space is a typical physical environment factor. Loewen et al. (1993) showed that 'light, open space and access to real refuge' are the most important features of the physical environment to perceived safety. Furthermore, Sayin (2015) argue that social presence - 'the sense of being with another' (Biocca et al. 2003) - is of direct influence on the perceived safety of an area. Manipulating lights or sound for instance can therefore increase the perceived safety of an area.

Public leadership

Public leadership is categorized in the institutional environment. However, it is closely related to the social environment. Termeer (2013) claims that public leadership is 'defined in an informal way'. Public leadership can influence the expectations and perceptions of people. It can stimulate people or even break barriers. It can either be a person or a group that sets the right example for others.

Undermining

As part of the criminal environment, undermining is an interesting leverage point. It is in between subjective and objective safety. Boelens (2020) explains this as a two-sided phenomenon. The illegal activities on the one side, and the undermining behaviour on the other side where the criminal activities meet society. Money laundering or shady lawyers are examples of undermining. This is a leverage point in perceived safety because it can blur the lines between organized crime and society. Undermining can affect the norms and values.

APPENDIX VI

THE CONCEPTS

On this page, the three concepts are discussed.

De Nacht Club Together you ensure a safe neighbourhood

The first concept is mainly focused on the social and physical environment. The leverage points public familiarity and collective efficacy in particular. Also, it uses the frame of the night and is therefore also called 'De Nacht Club'. It builds on the initial intervention of 'De Nacht Club'. Next to this, it builds on the interview insights of low social interaction in Reyerord. The purpose of this concept is to learn Dutch neighbourhoods that together they can 'create your own neighbourhood'. And that together, they can ensure a safe neighbourhood.

The concept takes place in three steps - three editions – in which it creates new bonds between strangers. Between neighbours, professionals or local officials; in neighbourhoods where this level of social interaction is not for granted, like the neighbourhood Reyerord. The first step is 'ontmoeten' (encounter/meet). Here, a small group comes together at a certain location in the neighbourhood. They meet each other in an equal way – without 'uniforms' - just like in a 'normal' nightclub. Everyone is equal and personal and sincere topics are discussed. In the second step, the same group meets again. Now, the keyword is 'discover'. In a night's walk through the neighbourhood, stories and perspectives are shared. In the last edition, the group is a bit more familiar with each other and the neighbourhood. In this edition – 'work together' – the group undertakes a low-threshold activity. An idea or plan that came up in the first or second edition is executed in an accessible manner. Whether it is addressing 'scary people' or 'hang youth' as a group or organising something together. It strengthens the public familiarity and collective efficacy to undertake something.

This way, De Nacht Club is a clear three-step process to boost the social and physical perceived environment in neighbourhoods. When the process is finished in one neighbourhood, it can start in another. The images on the right are examples of how the website or communication of the concept would look like.

Concept 1: Concept website of De Nacht Club.

De Nacht Club

Voor een veilige wijk zorg je samen



Beste Buren

Beter een goede buur, als beste vriend.

Beste Buren
Better a good neighbour as a best friend

The second concept is focussing on influencing the leverage point public familiarity. The concept is named 'Beste Buren' (best/dear neighbours): better a good neighbour, as a best friend. It is a social platform where neighbours can meet each other, a 'dating app for neighbours'.

In Beste Buren no digital conversations are possible. A neighbour can post what he or she would like to undertake, how many neighbours he/she might need, and what stuff. Interested neighbours can click the 'Ik doe mee!' (I'll join!) button. Once the initiator has accepted, the exact location and time are shared.

This way, neighbours can meet each other to walk the dog, or to organise a block bbq. It stimulates people to undertake activities in real life, with real people, in their neighbourhood. This strengthens the bond and familiarity between neighbours. Therefore, it improves the social environment of the neighbourhood.

ReyerART

Van groenstrook naar genietstrook

ReyerART
From green area to recreation area

The last concept is mainly focused on the physical environment. In the research, it became clear that the physical environment is an important factor for the social interaction in and the attractiveness of the neighbourhood. The interviews confirmed this for Reyerood.

In this neighbourhood, there is a lot of open and anonymous space (see chapter 2). Therefore the third concept ReyerART focuses on these spaces to attract more people in these spaces and to stimulate social interaction. The concept is based on ARTZuid in Amsterdam. This could also be a partner. Although ARTZuid takes place in a completely different neighbourhood, it stimulates social life and makes use of public open spaces. In these spaces, street art and sculptures are placed in cooperation with the neighbourhood, the municipality and artists.

The purpose of ReyerART is to turn the anonymous spaces in neighbourhoods into attractive social areas. The inhabitants should be involved in the process of deciding on the art and sculptures. This will increase their sense of ownership and responsibility in these spaces. De 'groenstrook' in Reyerood is particularly suitable for this. After Reyerood, other suitable locations and neighbourhoods should be identified.



Concept 2: Concept application of Beste Buren.

Concept 3: Example of street art and sculptures in public spaces (ARTZuid, Amsterdam).

APPENDIX VII

WEEKLY PROGRESS REPORTS

During the project, a weekly progress report was made to summarize and communicate the process. The one-paged reports are shown in this appendix because they give a transparent view of the process and progress of this project.

Weekly Progress Report

Safety and security in neighbourhoods
A design to increase the perceived value

Floris Sombeek
No. 1 - 12-02-2021

Key activities

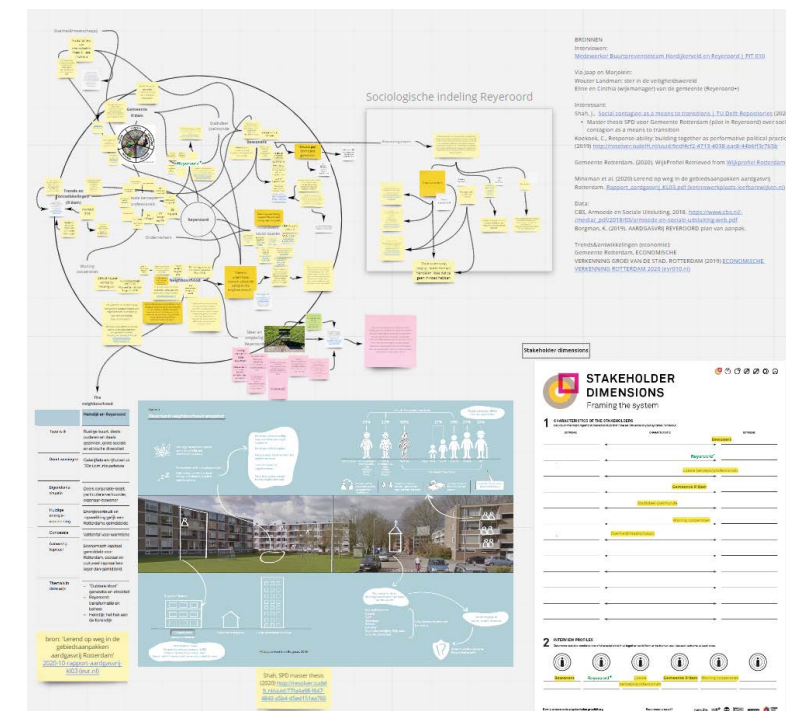
- **Personal assumptions**
I started the project by stating my personal assumptions to prevent certain biases or misconceptions in the future of the project.
- **Context analysis: 'Framing the system'**
This week, I started framing the context of the neighbourhood Reyerroord. Based on research and reports, I created a rich context (SDA toolkit, Jones) including actors, stakeholders, boundaries, trends and initiatives.
- **Start literature research: 'Perceived safety & security'**
I made a start in my literature research regarding the terms 'perceived (value)', 'safety' and 'security' (in neighbourhoods). I selected interesting literature and publications on these keywords. I have started with Maslow and his 'hierarchy of needs'. (Maslow, A. H. (1970). Motivation and personality. New York: Harper & Row)

Planning

- **Continue literature research**
- **Make contact with interview profiles**
I want to gather information and contacts on the identified interview profiles in order to approach and plan (interview) sessions with them.
- **Prepare sessions with interview profiles**
I will decide on research methods for the sessions such as research questions (semi-structured interview) or sensitizing material (generative session) to collect user insights.
- **Visit Reyerroord myself**
Next week, I want to visit the neighbourhood myself to capture the neighbourhood (photos and notes) and its ambience myself.

Key insights

- **Stakeholder dimensions**
Based on the rich context analysis of Reyerroord, I identified the structure of the neighbourhood and I gained a first understanding of its history, ambience, stakeholders and current issues and initiatives.
- **Interview profiles**
I identified the following interview profiles for my design (user) research:
 - Inhabitants (at least one person per side of the 'double gap': ethnic and generation gap.
 - Local professionals (pit010, local policeman, buurtpreventie)
 - Local officials (Reyerroord+, municipality R'dam)
 - Member/associate of a housing corporation
- **'Safety and security are basic needs'**
As Maslow (1970) explains, safety and security are basic (physiological) needs of people.
- **'Unanimous concern about the safety'**
As Shah (2020) states concerning Reyerroord: "there is unanimous concern about the safety in the neighbourhood".



Overview of context analysis on Reyerroord (Miro).

Key activities

- A visit to Reyeroord**
This week, I visited the neighbourhood in Rotterdam (together with Anna) to see Reyeroord and its inhabitants, structure and initiatives for ourselves. During this neighbourhood walk, we had some informal conversations/interviews with several youngsters and Annemiek and Marjolein of the initiative 'Oeverloos'.
- Interview profiles**
Based on my research and conversations in the neighbourhood I specified my interview profiles and started collecting personal data to contact them for interviews next week.
- Literature research: 'perceived safety & security'**
I did a literature research and analysis of the perceived S & S in (Dutch) neighbourhoods. Based on research I created a framework of perceived S & S in neighbourhoods.
Also, I extended my context analysis of Reyeroord based on conversations with my peers and coaches.

Planning

- Prepare interviews**
Next week I will prepare my (semi-structured) interviews with the experts (after scheduling them). Next wednesday, the first interviews (with several youngsters) are scheduled. Furthermore, I will prepare sensitizing material for interviews with other inhabitants.
- Create visuals for context analyses**
I want to create clear visuals on the two context analyses for communicative (and reporting) purposes: the neighbourhood ('city snapshot') and the framework of perceived S & S. In addition, I want to write text for clarification and elaboration ('report style').
- 'Listening to the system'**
During interviews I will record and report as much as possible, to be able to transcribe the information and find (key) insights of 'the system'.

Key insights

- Photos of Reyeroord**
During the visit of Reyeroord I captured the neighbourhood with my photo camera to be able to communicate pictures of Reyeroord without copyrights.
- Interview profiles**
I specified the following interview profiles:
Reyeroord+: Eline van Weelden
Local prof.: Ilona van der Laan & the local policeman
Inhabitants: youngsters, (older) adults, natives, and inhabitants with a migration background
Local initiatives: employee pit010 (i.e. Tim Volker) & employee neighbourhood watch ('buurtpreventie')
Optional: safety expert Wouter Landman
- Framework/model for perceived S & S**
Basically this framework consists of three major levels: personal characteristics, environmental (neighbourhood) characteristics and societal developments/trends. The second level (environment) can be divided into four subgroups: criminality and nuisance, social environment, physical environment and institutional environment. (Eysink Smeets, 2016) Currently, I am working on a visual to communicate this framework.



Reyeroord, Rotterdam.

Key activities

- Planning and arranging interviews**
Starting this week, I gathered personal information of the interview profiles and started planning and arranging physical or online interviews (see the overview on the right).
- Two days of (physical) interviews**
This Wednesday and Friday, I went to Reyeroord and spoke with several people and parties to gather information and opinions. The interviews are recorded as well. Also, I noted my main take-aways of every conversation directly after each interview.
- Processing and preparing interviews**
On Tuesday, I prepared interviews by thinking of interesting topics and questions for every interviewee and by preparing walking routes, my camera, printing papers of consent, etc. On Thursday, I started processing my interviews from Wednesday.

Planning

- Continue to conduct interviews**
Next week, I will continue to conduct interviews (as can be seen in the overview of interviews). Also I want to contact an employee of the municipality of Rotterdam (Annemarie, accounthouder veiligheid).
- Process interviews and communicate insights**
After conducting the interviews, I will list the (valuable) information by processing my notes and recordings to gain a deeper understanding of the system. To be able to communicate the insights I will use the 'actants' tool of the systemic design approach.
- Work on content for reporting**
Also, I want to keep up with texts and visuals for reporting my project. Until now, I did this not sufficiently.

Interviews (Dutch)

Woensdag	24-02-2021
Tijd:	12.30
Persoon:	Faith + Iris (16/17 jaar oud)
Rol in Reyeroord:	Bewoners Reyeroord (jongeren)
Locatie:	Park de Twee Heuvels
Tijd:	13.45 – 15.00
Persoon:	Tim Volker
Rol in Reyeroord:	Jeugdcoach pit010
Locatie:	Sportveldje aan de Prinsendijk (Hordijkerveld) tijdens sportevenement
Tijd:	15.30
Persoon:	Gilbert de Paauw
Rol in Reyeroord:	Bewoner Reyeroord
Locatie:	Oeverloos (Reyeroord)
Vrijdag	26-02-2021
Tijd:	11.30
Persoon:	Joshua (jongere)
Rol in Reyeroord:	Bewoner Reyeroord (jongeren)
Locatie:	Skatepark naast Oeverloos (Reyeroord)
Tijd:	13.00
Persoon:	Deon + vriend (15/16 jaar oud)
Rol in Reyeroord:	Bewoners Reyeroord (jongeren)
Locatie:	Skatepark naast Oeverloos (Reyeroord)
Tijd:	15.00
Persoon:	Diana Moonen
Rol in Reyeroord:	Bewoner Reyeroord
Locatie:	Speeltuin Reyeroord (bij de basisscholen, einde v.d. groenstrook)
Woensdag	03-03-2021
Tijd:	14.00
Persoon:	Eline van Weelden
Rol in Reyeroord:	Ambtenaar Reyeroord+
Locatie:	Zoom (online)
Donderdag	04-03-2021
Tijd:	10.00
Persoon:	Mark Jurgens
Rol in Reyeroord:	Wijkagent Reyeroord
Locatie:	Zoom (online) of fysiek in Reyeroord
Maandag	08-03-2021
Tijd:	11.00
Persoon:	Ilona van der Laan
Rol in Reyeroord:	Wijknetwerker Reyeroord (->geboren/getogen)
Locatie:	Zoom (online)



Faith and Iris (Park de Twee Heuvels, IJsselmonde, 24-02-2021)

Weekly Progress Report

Safety and security in neighbourhoods
A design to increase the perceived value

Floris Sombeek
No. 4 - 05-03-2021

Key activities

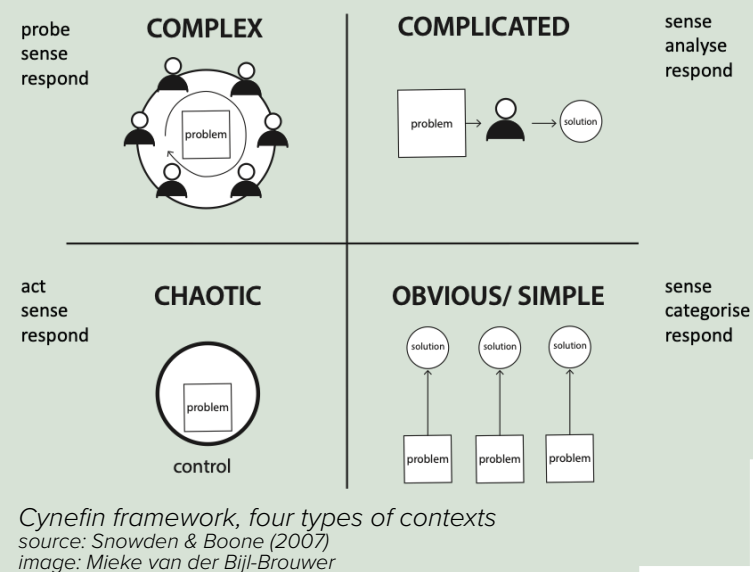
- **Conducting interviews**
I conducted all but one of the planned interviews until now. One interviewee did not show. However, during that time I had an informal conversation with an inhabitant in the neighbourhood.
- **Transcribing interviews**
Depending on the interview and the insights gained, I transcribe (a part) of the interview that is recorded.
- **Systemic Design Salon**
I joined the systemic design salon, an initiative of the TU Delft systemic design lab, led by Mieke van der Bijl-Brouwer en Nynke Tromp. Here, students and teachers meet, discuss and communicate insights and findings in (systemic design) projects. For instance the cynefin framework (shown on the right) to understand and explain different types of contexts.

Planning

- **Transcribing interviews**
I still have to process several interviews. After this I will work on translating the valuable insights and a way to communicate this (i.e. the 'actants' tool).
- **Understanding the system**
When the interviews and processing the results and insights are finished. I want to continue with the third step of the Systemic Design Method, which is 'understanding the system'. This is an analysis and visualisation of how the factors in the system influence each other. Next, leverage points can be identified in the system to activate change.
- **Work on content for reporting**
Just like last week, I want to keep up with texts and visuals for reporting my project. Until now, I did this not sufficiently.

Interviews (Dutch)

Afgerond Woensdag	24-02-2021
Persoon:	Faith + Iris (16/17 jaar oud)
Rol in Reyeroord:	Bewoners Reyeroord (jongeren)
Persoon:	Tim Vollkers
Rol in Reyeroord:	Jeugdcoach pit010
Persoon:	Gilbert de Paauw
Rol in Reyeroord:	Bewoner Reyeroord
Vrijdag	26-02-2021
Persoon:	Anonieme bewoonster Reyeroord
Persoon:	Deon + vriend (15/16 jaar oud)
Rol in Reyeroord:	Bewoners Reyeroord (jongeren)
Persoon:	Diana Moonen
Rol in Reyeroord:	Bewoner Reyeroord
Woensdag	03-03-2021
Persoon:	Eline van Weelden
Rol in Reyeroord:	Ambtenaar Reyeroord+
Donderdag	04-03-2021
Persoon:	Mark Jurgens
Rol in Reyeroord:	Wijkagent Reyeroord
Vrijdag	05-03-2021
Persoon:	Annemarie Fongers
Rol in Reyeroord:	Accounthouder veiligheid gemeente R'dam
Gepland Maandag	08-03-2021
Persoon:	Ilona van der Laan
Rol in Reyeroord:	Wijknetwerker Reyeroord gemeente R'dam



Déon en Ayoub
(Reyeroord)

Weekly Progress Report

Safety and security in neighbourhoods
A design to increase the perceived value

Floris Sombeek
No. 5 - 11-03-2021

Key activities

- **Transcribing the interviews**
During this week, I transcribed all the conducted interviews. I made audio recordings during the interviews (with consent). This way, I was able to literally transcribe (part of) the interviews.
- **Conducting last interviews**
For now, I finished all my planned interviews with the selected interview profiles: inhabitants, local officials, a local policeman and local professionals.
- **Processing interview insights**
The first step towards 'understanding the system', is processing insights and also 'testing' these insights. For instance, using intersubjectivity or testing if statements are supported by evidence or numbers from research. I have clustered quotes and insights from each interview (see image).

Planning

- **Understanding the system**
Now that all the interviews are conducted, I can start working on a (visual) system in which actors (and how they influence each other) are stated. For this, I will start with creating actors networks.
- **Work on content for mid-term**
With the mid-term presentation coming up on the first of April, I want to really start working on content for reporting and presenting my project so far.

Key insights (Dutch)

- **Interview insights/quotes**
'Iedereen zegt: ah joh, het valt mee, kijk naar de veiligheidscijfers in IJsselmonde, dat is een probleem, want het is juist wel een probleem.' - local official

'niet als het donker is naar Keizerswaard gaan...'
'Jaaa het is IJsselmonde, en het blijft IJsselmonde!' - inhabitants (youngsters)

'een kop in het AD: 'misschien zelfs politie te paard nodig'. En de mensen die dit vertellen, zijn ook mensen die het lezen, en zo versterkt het elkaar maar allemaal.' - local professional

[over straatverlichting op bewegingssensoren] *'hartstikke leuk, maar over het algemeen is het donkerder, waardoor je dus een minder veilig gevoel krijgt!'* - inhabitant

'Ik vind zelf de buurt achteruit gegaan de laatste jaren.' - inhabitant

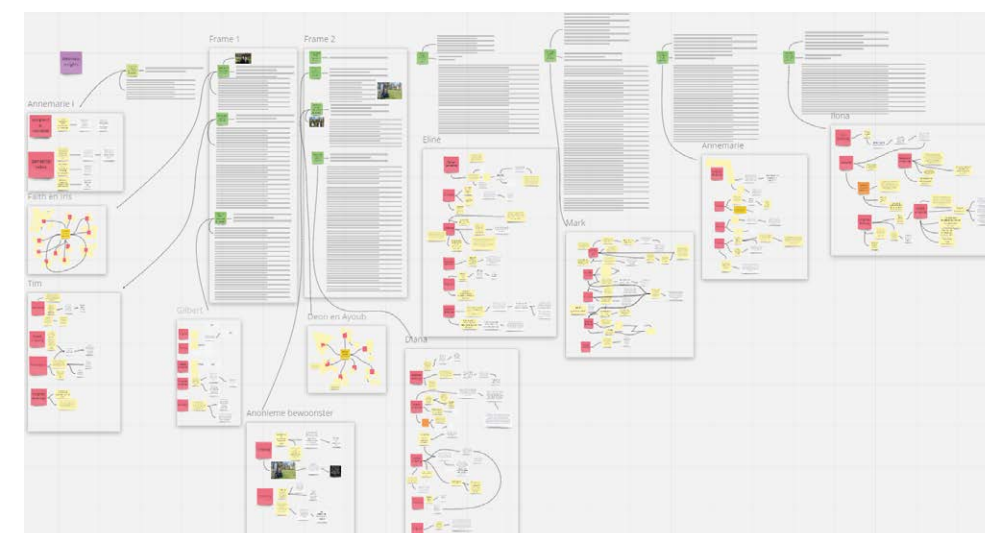
'het lijkt alsof iedereen minder respect voor elkaar heeft' - inhabitant

'Reyeroord is een stukje waar heel lang niet naar omgekeken is, en zo voelen de mensen dat ook.' - local official

'We zijn de jonge jeugd kwijt' - local policeman

'Mensen kennen elkaar niet.' - local official

An overview of 10 conducted interviews (12 interviewees) and the corresponding clusters of the insights and quotes.



Weekly Progress Report

Safety and security in neighbourhoods

A design to increase the perceived value

Floris Sombeek
No. 6 - 19-03-2021

Key activities

● Building the system

Based on the research of Smeets (2016) and other literature I created a system that aims to describe how **perceived safety and security** in a neighbourhood is formed. Roughly, the system can be divided into three levels: **micro, meso** and **macro**. The micro level describes a person's characteristics and the macro level describes societal (national/global) developments. The media functions across all three levels as a katalysator of people's **expectations**, especially in areas in which they have no personal experiences ('other' neighbourhoods).

● De Nacht Club #5

Next Thursday, the 25th of March, the fifth edition of the current concept of The Nacht Club will take place (online). In this edition, the theme will be **'DURF'** (dare) and the target group is youngsters (13 - 23) from Reyerood. Despite the edition being online, we aim to reach a safe (digital) environment in which **trust** is built and exchanged amongst the attendees.

Planning

● From 'leverage point' to frame

As stated in the key insights, I selected five promising **'leverage points'** in the system. For each of these directions, I want to translate this into a **frame** for the neighbourhood Reyerood. So that these different directions can be discussed and considered for the mid-term. Thereafter, I will decide on the direction for this project.

● Work on content for mid-term

During the mid-term, I want to **present** my context analyses (Reyerood and perceived S&S), my design research (interviews), the system overview and 5 promising directions to intervene in the system. Besides, I want to achieve the following for my (draft) **report**: structure of the report, problem/challenge, context analyses, design research, the system, the leverage points and the frames/directions to intervene in the system.

Key insights

● Understanding the system

In the overview of this system (shown below), I selected so-called **'leverage points'**. These are (sub)actors of the system that have an especially interesting connection/role in the system. These leverage points, once translated into a frame for the neighbourhood Reyerood, can offer possibilities to intervene in the system. I selected five interesting directions out of four different categories in the system.

● Leverage points (and the Dutch understanding)

Personal characteristics

Self-efficacy (zelfredzaamheid: 'vertrouwen in eigen kunnen')

Social environment

Public familiarity (publieke (buurt) vertrouwdheid /bekendheid, the 'loose ties')

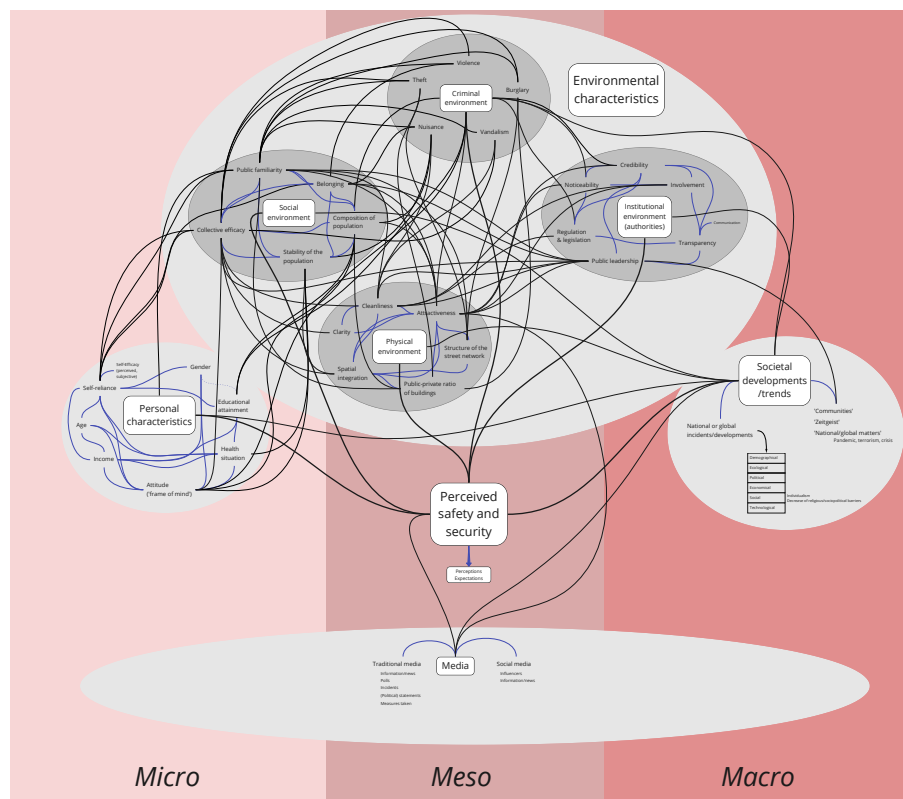
Collective efficacy ('collectieve zelfredzaamheid': sociale samenhang en betrokkenheid, de bereidheid om te acteren in het belang van het collectief)

Physical environment

Cleanliness (schoonbeleving van de omgeving)

Institutional environment

Public leadership (publiek leiderschap: voorbeeldfunctie b.v. burgemeester)



Weekly Progress Report

Perceived safety in neighbourhoods:

a design to increase the subjective safety

Floris Sombeek
No. 7 - 26-03-2021

Key activities

● Visualizing and processing

This week, I have spent most of my time on visualizing and processing my insights and work of the last few weeks. Next week, I will present this in a presentation.

● De Nacht Club #5: DURF

Yesterday, the 25th of March, the fifth edition of the current concept of The Nacht Club took place. This edition was focussed on youngsters (13 - 23) from Reyerood. Preparing an online platform (Ohay) and a format resulted in a safe digital environment. We had open and intimate conversations with the youth about their struggles and feelings. It was a valuable evening.

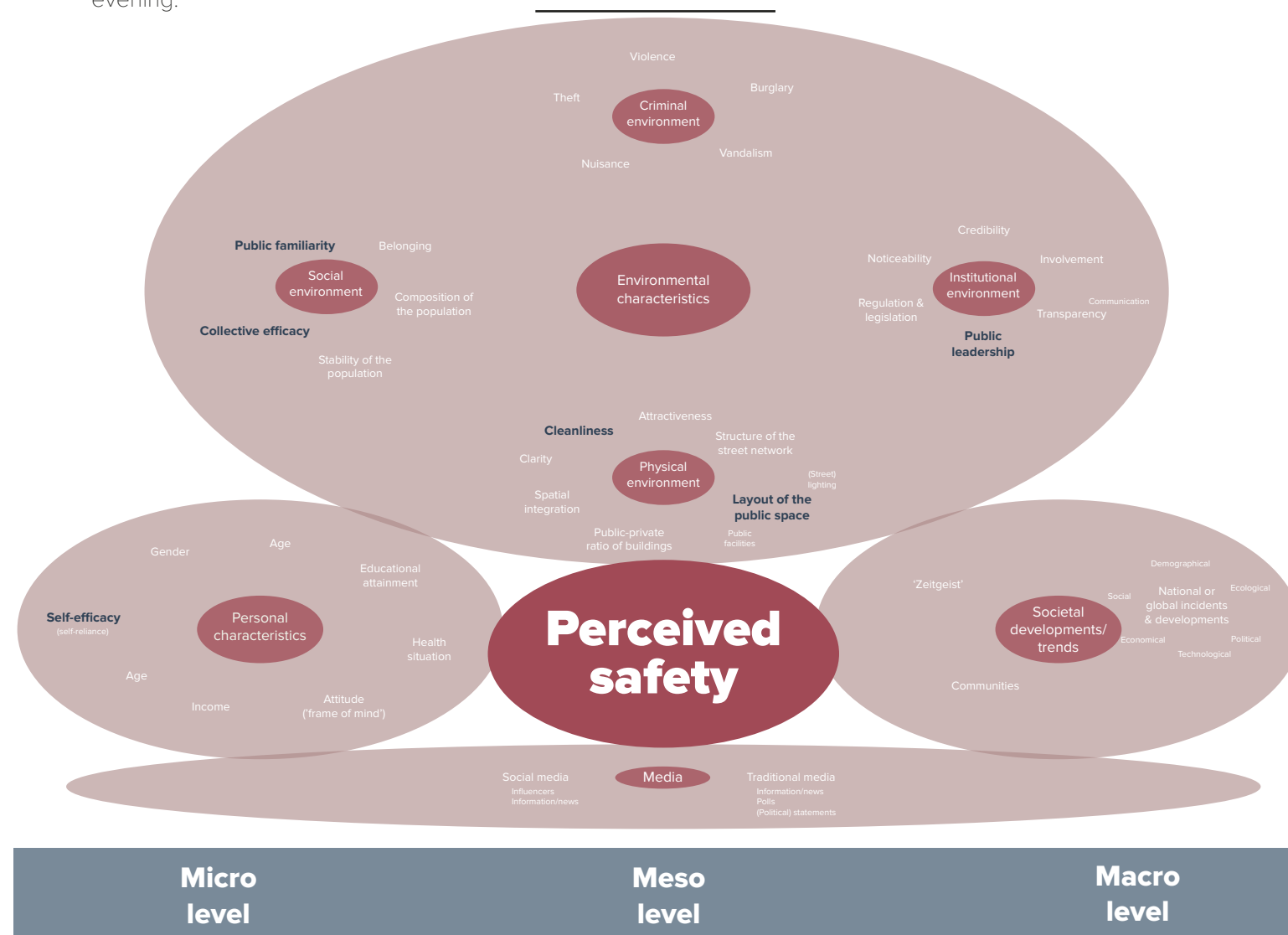
Planning

● Mid-term evaluation

Next week (1st of April, 16.00) I will present my progress and insights in front of all my (external) coaches.

● De Breakfast Club

Also on the 1st of April, at 08.00, there will be a 'Breakfast Club' with local officials. The idea of this meeting is to translate the findings and insights of De Nacht Club into concrete ideas or policy for Reyerood.



Above: an overview of perceived safety in neighbourhoods (6 promising 'leverage points' are highlighted)

Key activities

- **Direction of the project**
This week, I discussed with all my coaches the project and the direction it was going. This was partly because my role was not entirely clear to me anymore. Due to these conversations I realized where I came from and why. My research on the **perceived safety in neighbourhoods** is the topic and the background of this project. We chose this topic because in Reyerroord, Rotterdam this is a problem, as it is in other neighbourhoods. Therefore my starting point for ideation and conceptualization is this topic. De Nacht Club is a concept that touches upon this topic but it is not necessarily my starting point for ideation. Once I clarified this for myself I continued the design phase.
- **Conceptualization**
This week, I did an ideation session with two friends. It was great to have their view on the project and to hear their ideas and perspectives.

Planning

- **Concept presentation**
Next Monday, I will present my process and three concepts to improve perceived safety in neighbourhoods. How these concepts relate to my research and how they influence the system of perceived safety is stated above. The actual concept I will present and discuss with my coaches on Monday.
- **Concept presentation**
The green-light meeting for my project will be on the 3th of June (16.00h). At least two weeks prior to this meeting I want to fully concentrate on reporting and preparing the presentation/meeting. This means I have four full weeks left to work in-depth on the project itself. Therefore I want to decide on a final concept next Monday. Thereafter I can elaborate and prototype this concept.

Key insights (Dutch)

- **Three concepts to increase the perceived safety in Reyerroord**
During the last three weeks I started generating ideas and diverging as a start of the design phase. Based on my research I now developed three concepts to intervene in the system of perceived safety in neighbourhoods. The focus is on the neighbourhood Reyerroord. The final concept will have to be applicable to other neighbourhoods to increase subjective safety. The background of the concepts are shortly summarized below. Next week I will present the concepts itself.
 - The **first concept** is based on the Cynefin framework of the systemic design methodology. I used the three steps of probe, sense and response very literally to increase perceived safety. The concept is a social movement that is based on the narrative: together you ensure a safe neighbourhood (**voor een veilige wijk zorg je samen**).
- In three steps it addresses three major influencers of perceived safety: social environment, physical environment and collective efficacy.

probe
sense
respond

In these three steps it aims to increase especially the collective efficacy of the neighbourhood.
- The **second concept** is mainly based on the leverage point: **public familiarity**. It is a social platform that assists people to undertake physical activities within the neighbourhood, with the neighbours. This, in order to meet the neighbours in real-life. The concept is called: **Beter Buren**: *Beter een goede buur, als beste vriend*.
 - The **third concept** is mainly based on the **physical environment** of the neighbourhood. It's purpose is to increase the attractiveness of the public spaces in the area. In return this attractiveness will lead to more social interaction which improves the perceived safety. The concept is inspired by Art Zuid in Amsterdam but aims to involve both locals and professionals in the making and decision of the activities. For now, the concept is called ReyerART which obviously has its reasons.

Key activities

- **Plan for the next few weeks**
After discussing my three concepts last Monday, I made a decision to continue with the three step approach of the first concept for De Nacht Club. The other two concepts offer inspiration for the design of the third step and are not completely disregarded. The plan for the coming weeks is to practise (a pilot of) this concept in the neighbourhood Reyerroord. The first step of the concept: 'ontmoeten' is considered to have already taken place on the 25th of March. This was a Nacht Club edition in which I was involved. Also, a new group of youngsters was attending. Therefore, I consider this as the first step so I can focus now on the next two steps. Due to time planning the second step will take place in a pilot version with less attendees. The planning is detailed below.
- **Detailing of the concept**
I am further detailing and designing the concept, based on my ideas and the input of my coaches. The three step approach of the concept is to be even more specified and verified during the pilot in the coming weeks. I substantiated the frame of De Nacht Club with my research. Therefore I adapted the slogan to '**Een veilige wijk ontdek je samen**'. The description of De Nacht Club can be found below.

Planning	
	DNC #1: Ontmoeten 'De kennismaking' Do. 25 maart 21.00
Week 1 03-04-2021	Metafoor/frame voor DNC #2: obstakels (op het pad) - Organiseren van DNC #2: verkennen - Chanice (stagair gem. R'dam) benaderen en betrekken - Mensen werven: Faith, Carlos, Joelle, Iris, Deon, Ayoub, Mark? - Inrichting/planning maken van de Nachtwandeling - obstakels - Welke plekken? Waarom? Met wie? Moet het gefilmd worden? - Draaiboek schrijven
Week 2 10-04-2021	DNC #2: Verkennen 'De Nachtwandeling' Ma. 10 mei 21.00 Ontwerpen/inrichten van DNC #3: ontdekken Metafoor/frame: <i>Obstakels wegnemen/tackelen (avonturier?)</i> - Hoe verdwijnen obstakels uit je leven? Of uit de wijk? Ga je er omheen, loop je een andere kant op of stap je eroverheen? Til je het samen opzij? - Concept 2: fysieke afspraken regelen? of Reyer[EVENT] naratief? Hoe leeft het voort hierna? - Hoe gaan we deze editie in het teken van verandering zetten?
Week 3 17-04-2021	- Wie zijn er (weer) aanwezig bij deze editie? Waarom? - Uitnodigingen maken en versturen. Goodie bag nodig? - Wat hebben we nodig voor deze editie? Hoe/met wat co-creëer je verandering? - Waar gaat het precies plaatsvinden? - Draaiboek schrijven
Week 4 24-04-2021	Organiseren van DNC stap 2: verkennen - Concreet maken van de aanwezigen (bevestiging zoeken) - Materialen/benodigdheden/metaforen maken/verkrijgen - Versiering/aankleding verzorgen
Week 5 31-04-2021	DNC #3: Ontdekken 'Het avontuur' Vr. 28 mei 21.00 Evaluatie/reflectie van De Nacht Club # 3 aanwezigen op DNC. Wat werkte en wat niet? Wat miste ze? Wat zijn criteria voor een volgende Nacht Club?
	Green-light meeting Do. 3 juli 16.00

De Nacht Club

Een veilige wijk ontdek je samen

Het vertrouwd raken met de sociale en fysieke omgeving draagt bij aan de veiligheidsbeleving van mensen. Dus om de **veiligheidsbeleving** in wijken te vergroten, moet de sociale en fysieke omgeving worden verkend en ontdekt. Maar het ontdekken van een nieuwe omgeving is in eerste instantie juist een beetje onveilig. Want alles wat nieuw is, is spannend of uitdagend. Maar juist door dit wel te doen, ontstaat uiteindelijk een veiligere beleving van de omgeving. Dus door onveiligheid even toe te laten, wordt de veiligheidsbeleving juist vergroot. Dat is wat De Nacht Club doet.

Ontmoeten

Verkennen

Ontdekken

Onze visie is een veilige wijk voor iedereen in Nederland.

Weekly Progress Report

Perceived safety in neighbourhoods:
a design to increase the subjective safety

Floris Sombeek
No. 12 - 07-05-2021

Key activities

● De Nacht Club method (content)

I have been working on my concept for De Nacht Club. I specified the purpose of the three steps (see below). Currently I am working on the content and a template on how to practise these three steps. The method is based on the current characteristics of De Nacht Club and the method of appreciative inquiry. In the second step 'think' the appreciative inquiry theory guides the group towards a group activity during the third step 'do'. This fits the mission of using the power of encounters to improve people's perception of their environment.

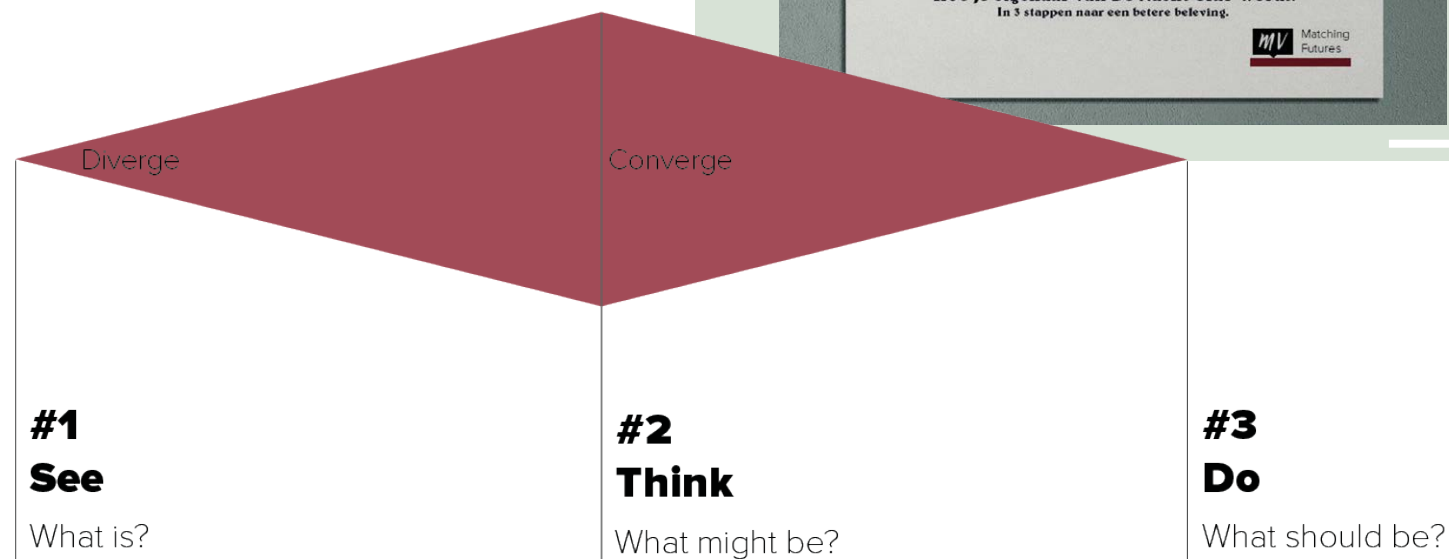
Planning

● The problem, the approach, the plan

This week I tried to make a coherent story of all my activities so far. This resulted in the following structure. The problem, the approach (mission/vision, DNA, the method) and the plan (strategy in 3 horizons: develop, grow & apply).

The method

Influencing people's
perceptions in three steps



Key insights

● De Nacht Club method (strategy)

The 3 step approach gives De Nacht Club a clear approach to improve people's perception of their environment in neighbourhoods. The method should be in the format of a template or instruction manual. Municipalities or other interested organisations can either choose to purchase the method. Or to decide to engage MV Design/Matching futures to practice the method for them. Below a simple example of how such a manual would look like.



Weekly Progress Report

Perceived safety in neighbourhoods:
a design to increase the subjective safety

Floris Sombeek
No. 13 - 14-05-2021

Key activities

● Design criteria and validation

This week, I have been working on developing a coherent story of all the building blocks I have created in the last few weeks. This gave direction to my main activities. Firstly, this is listing criteria or 'design requirements' for DNC intervention. I will discuss and evaluate these next Monday. The purpose of these criteria is to ensure the value of the encounters in De Nacht Club. Also in other contexts.

Secondly, I am designing a format for De Nacht Club to measure the impact. This is a common issue in the field of social design. Based on research of Nynke Tromp I try to combine objective value with subjective value in a 'Nacht Club' way.

Planning

● Criteria evaluation and validation

In the next week, I plan to evaluate and specify the criteria with (experience) experts. Also I want to design the validation tool for De Nacht Club.

Key insights

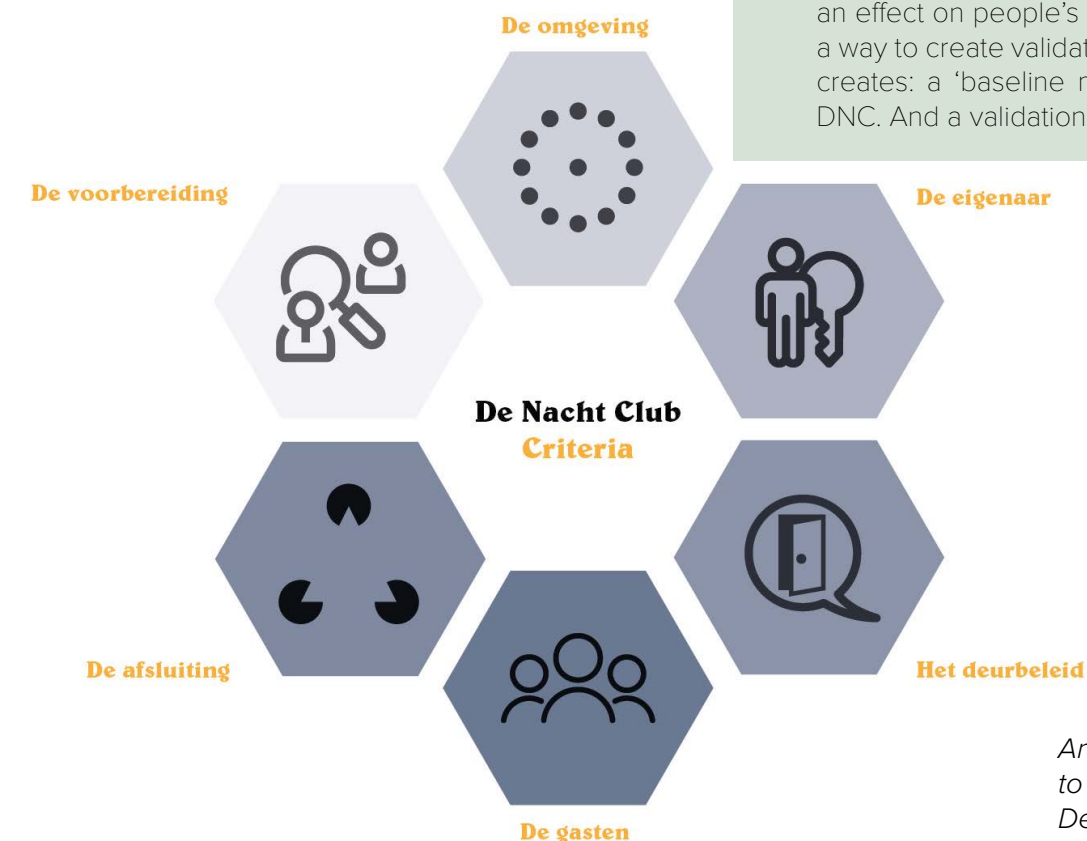
● De Nacht Club (DNC) rationale

In short, the perception of the environment (social, physical, institutional and criminal) of a person has a lot of influence on the perceived safety of this person. This perceived environment is mainly based on one's expectations of this environment. So to improve one's perception of an environment, one must affect its expectations. People should encounter 'new' environments to change their expectations and therefore their perceptions. The challenge here (or paradox) is that encountering new or other environments is often 'unsafe' in itself. While it actually improves - when successful - one's perceived safety.

That is why De Nacht Club has value. It offers a safe way to encounter new environments and to affect expectations. Therefore it influences people's expectations and perceptions of their environment. This contributes to increased perceived safety.

Two things are of special importance. First, to ensure the value of the encounters in De Nacht Club. And secondly, to validate the process. Validation to maintain this value but also to communicate the value.

As shown below, I have created criteria (in six areas) to ensure the value of encounters in DNC, in order to have an effect on people's expectations. Also, I am working on a way to create validation for the value that De Nacht Club creates: a 'baseline measurement' in the first edition of DNC. And a validation measurement after the last edition.



An overview of this six areas of criteria to ensure the value of encounters in De Nacht Club. (Dutch)

Input

Gaining input on the
perceptions of the group

p. 50

Action

Influencing these perceptions
and expectations as a group

APPENDIX VIII

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Figures/images

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