

Integrated Urban Development under EU Programmes

Example from the UK



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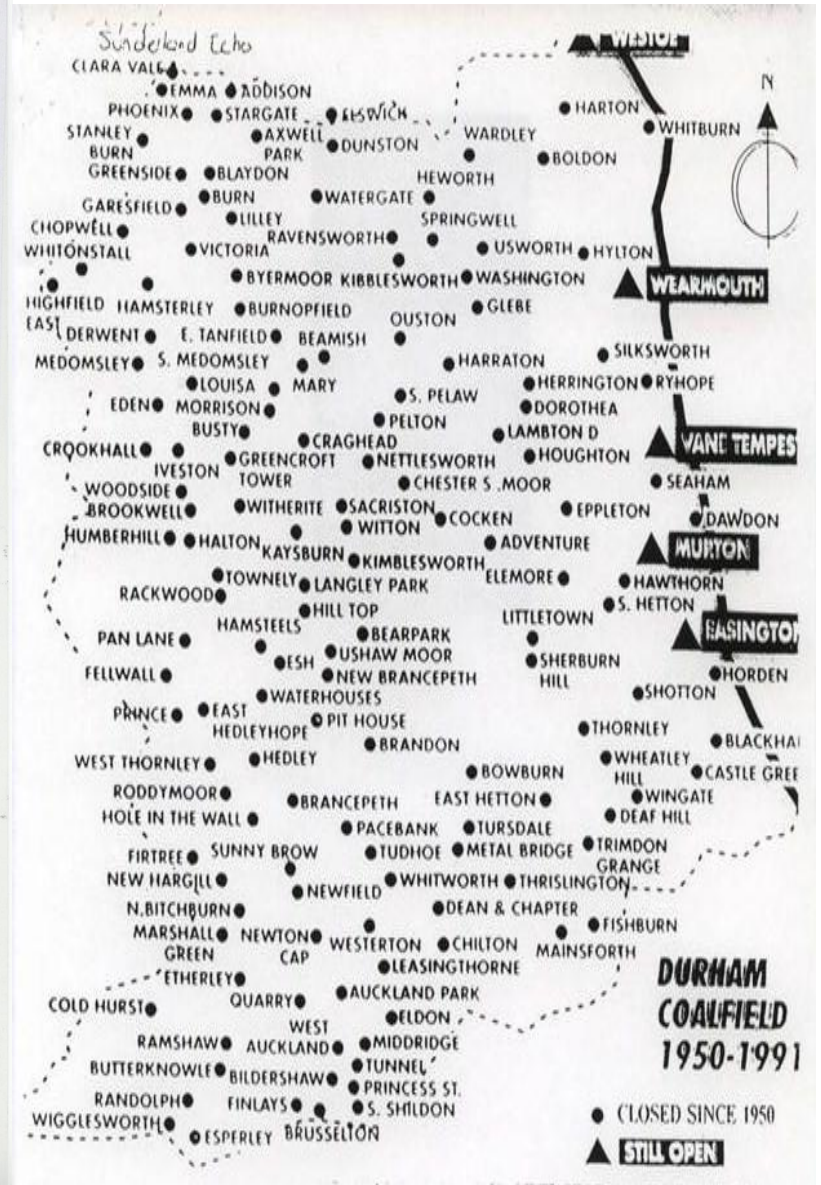
2012

Newcastle Upon Tyne (UK) - 1890



NORTH EAST ENGLAND

Massive decline of traditional industry 1970-1990



Newcastle at end of 1980s

High unemployment

- localised pockets over 25%
- growing long-term unemployment



Mis-match of skills to needs of 'modern' economy

Industrial dereliction

- particularly riversides
- former ship building areas

Little new investment

Loss of confidence



Urban development strategy

Long-term strategic vision

- physical regeneration of riverside areas
- 10-year time horizon



Strong partnership

- central / local government and private sector
- statutory powers for redevelopment



EU Structural Funds



- Regional programmes from 1989

Newcastle polluted site - *before*



Newcastle polluted site - *after EU funding*



Environmental benefit
+ Economic development
= Double dividend

BUT... Who gets the jobs?

EU programmes bring new integration

ERDF investments plus ESF support

Partnership between developers, business and local community



Training and recruitment projects:



- construction skills
- tailored packages for incoming companies



Newcastle Royal Quays Employment Centre placed 2,000 local people into work

***Themed* approach to regeneration** **'soft' as well as 'hard' investments**

Newcastle Quayside's strategy...

Creative industries



Sage Music Centre



- ERDF and ESF support for arts-based SMEs
- Niche sector – clustering effect
- Visitor attractions
- Social and educational spin-offs



Baltic Gallery
Industrial heritage building



'Building bridges'...

Over 20 years of EU Funds have:

- **successfully bridged funding gaps**
- **promoted integration with wider regional strategies:**
 - **business**
 - **tourism**
 - **human resources**



Not possible without EU Funds!



Millennium Bridge



Wider effects

Focus for international events

- Olympic Games, Tall Ships



City centre living

- New life – new value
- Nightlife hot-spot



Social housing programme




New challenge...

Low carbon urban development



2010 - North East England designated UK's 1st "low carbon economic area"

| Energy Efficiency Rating | | |
|---|-------------------------|---|
| | Current | Potential |
| Very energy efficient – lower running costs | | |
| (92-100) A | | |
| (81-91) B | 81 | 85 |
| (69-80) C | | |
| (55-68) D | | |
| (39-54) E | | |
| (21-38) F | | |
| (1-20) G | | |
| Not energy efficient – higher running costs | | |
| England & Wales | EU Directive 2002/91/EC |  |



... New opportunity!

CROATIA'S OPPORTUNITY

EU Cohesion Policy 2014-2020

'Sustainable urban development'

- **A 'more holistic' approach**
 - integrated urban strategies
 - low carbon
- **Minimum 5% of ERDF allocation**
- **Target cities chosen by the Member State**



Implemented via 'Integrated Territorial Investment' method



DANI EU FONDOVA