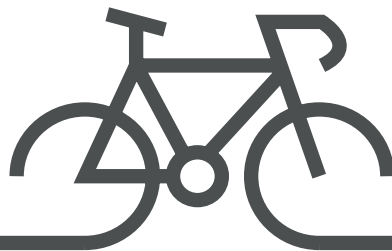


# **Bowlust Bikes**

Social Inequality in the City, Diversity and Design



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Group 5 | 2022 - 2023

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# INTRODUCTION

## CHAPTER 1

The South West of the Hague is a part of the city that faces many socio-economic problems such as poverty, unemployment, debt, polarisation, poor health of residents, and plummeting levels of (high) quality education for youth. These problems then again have led to low levels of social cohesion, increased crime rates, and feelings of unsafety. After World War II, the neighbourhoods Bouwlust, Vrederust, Morgenstond, and Moerwijk were constructed with a sense of optimism, but the houses built were of poor quality due to the pressure from housing shortages and rapid urban development. In 2018 the national government granted a total of 17.5 million to tackle the existing problems in the neighbourhoods of the Hague South West. Several agreements were established in the Regio Deal Den Haag Zuidwest (Ministerie van Algemene Zaken, 2022)

Next to this Regio Deal, the municipality of The Hague and the national government now also cooperate on what is called the Woondeal Zuidelijke Randstad (“Hoop & Optimisme in een sterk Zuid-West”, 2021). Housing Cooperative Staedion and Project Developer Heijmans work together with the municipality of The Hague to renew housing and improve public space in Zichten as well as in other districts. These changes will be of big influence on the residents of The Hague South West and bring about insecurities for their livelihood. Questions such as ‘What will happen to my house?’ or ‘Will I have to move out?’ are very valid. The project initiators and executors want to accompany residents through this time of renewal in which constant changes are happening. Above all, they want to politicise disadvantaged residents to be better involved in the planning process. To do so, Staedion has commissioned DesignArbeid to act as a connector. DA chose to set up a cultural plinth called ‘Toon’ in a building on ‘De Zicht’ in the Bouwlust district. Toon wants the initiatives that are currently already there (A workplace, a makership with apprenticeships, Museumlab, and the Buurtkeuken) to function as an infrastructure that can provide space for other activities, possibly with involvement of third parties.

The theme for the socio-economic development of the neighbourhood is Make, Move, Meet, which is rooted in the complex socio-economic situation of the area. ‘Making’ targets the high levels of unemployment and poverty, Moving and exercising helps tackle physical and/or mental health issues which are common in the neighbourhood, and lastly having people meet each other helps to target loneliness and brings the diverse population together.

## RESEARCH QUESTION

The following report is a proposal in response to the request by Toon, and contains our idea on how to utilise the space of the cultural plinth combined with a stakeholder analysis. The report serves to answer the following question:

**In this situation of ‘constant’ temporality, how can space be created in which participatory art and culture can be used to politicise the local community of Bouwlust? What role can different actors play and how do we ensure that the initiative is sustainable in the medium term?**

At the end of this report, we aim for it to be clear how:

1. the design proposal creates improved access to goods, services and other opportunities, in the context of the limited space in the Zichten/Ruimzicht ground floors and the courtyard garden
2. the proposal creates ‘political skills’ and facilitates a form of direct democracy
3. the proposal deals with the aspect of constant temporality

## OUR PROPOSAL

Our design proposal is centred around bikes. This is a broad theme that can be related to placemaking, community building, and politicisation. Through this concept, we can utilise the space of the plinth to organise participatory activities, art, and culture to engage and politicise the community of Bouwlust. Next to this, our design also plays into sustainability and climate mitigation.

We have four main ideas, which touch upon every aspect of the Make, Move, Meet theme. Regarding placemaking, we propose to set up a bike repair shop, where bikes can be repaired and rented out. If possible, we want to also provide bikes to people who do not have the means to afford one. For further public space, we want to play into the shortage of bike storage places by creating parklets. Next to this, we want to offer bike lessons and leisure bike trips to stimulate residents to cycle and also socialise with them. Lastly, a sharing system for cargo bikes will be set up, as well as workshops to build different ‘baskets’ for the cargo bikes to use in different ways.

Through these initiatives, we can find ways to engage residents and stimulate political skills. In the bike shop, we want to provide a board upon which people are encouraged to write down their ideas, thoughts, frustrations etc. about the neighbourhood. Next to this, we want to designate certain of the organised bike rides to be with local politicians, people from the municipality and from stakeholders like Staedion. This way

the residents will have an opportunity to speak their thoughts and be heard, and stakeholders can stay informed about the residents' experiences and wishes. In terms of dealing with temporality, the physical space of the bike shop and the bike rides organised will be a constant factor throughout the changes in the neighbourhood. It offers the residents the opportunity to stay mobile and in touch with other residents, as well as encouraging them to voice their opinion about the neighbourhood and the changes. The benefits that can be acquired through our proposed initiatives regarding health, mobility, socialisation and politicisation are long-lasting.

## REPORT STRUCTURE

The report is structured as follows: chapter two outlines our methodology. Chapter three will give background information on the current situation of Bouwlust and the problems that it faces. Chapter four will contain our design proposal and stakeholder analysis. Lastly, in chapter five we reflect on the lessons learned through this assignment. At the end of the proposal, we will provide a poster that showcases our idea.



Figure 1: Bouwlust Bikes Poster

# APPROACH

## CHAPTER 2

The data collection strategy for the site visits consisted of three different approaches. Before visiting the project site, online research was conducted to understand the current neighbourhood changes and those that are planned or envisaged. The results of this are part of our neighbourhood analysis. We also developed two strategies to apply while on site. First, interviews with different stakeholders, most importantly the residents. Second, an inspection of the neighbourhood and project site.

We want to engage with the neighbourhood from an observational view, noting what we can see as programs or facilities in place, or advertised. This gives us a more objective starting point and helps us understand the community before jumping into interacting with residents. In an effort to gain a deeper insight, we moved around the neighbourhood and found several residents willing to engage in conversations with us about Bouwlust. We mainly focused on asking open-ended questions so people are given room to tell us their point of view and do not merely (dis)agree with what we propose. In order to gather personal stories in a respectful manner, we aimed to create a dialogue, especially with residents, rather than an interview. Therefore, we structured our questions along the lines of what facilities and programs are currently in place, if they (the residents) engage with what is offered, if it is effective, and what their opinions are on how to improve / what they would like to see constructed. If there are successful programs that are in place / have been in place in the past we are interested in them. In doing so, we gained a deeper insight as to what residents (dis)liked about the Bouwlust in relation to our idea in order to develop our proposal further.

The goal of the data collection for the sessions was to measure people's desires and needs for the neighbourhood and establish whether there is a gap in our idea. Before continuing we needed to ensure that this is a gap in the community that stakeholders would like to see this space could fulfil. After we had established our idea of the Bouwlust Bikes as a result of finding this "gap", we started focusing more on what kind of service we could offer to the residents that addressed the idea of overcoming temporality and politicisation.

### SPEAKING WITH RESIDENTS/STAKEHOLDERS

In order to collect the data and information we needed, we distinguished different parties whose input we deemed most important:

#### 1. RESIDENTS

Getting the residents' input was our main priority. The eventual goal of the project is to politically activate them to be involved in the planning process and offer them a sense of constant in a state of temporality. When speaking with different residents, we introduced

ourselves first, followed by an explanation of our project and the importance of their input. Without asking them directly what they think of our ideas, we asked them the following questions:

- Information about themselves (that they are willing to share!): age, family situation, where are they from, do they work and if so what type of job do they have.
- How long have you lived in this neighbourhood? How do you experience living here?
- What are the benefits of living in your neighbourhood?
- What type of changes would you like to see?
- Do you know about programs to engage/help residents that are already in place? If so, how do you feel about these programmes? Could they be improved?
- What do you think needs to be tackled in your neighbourhood? /What personal needs do you think should be addressed in the form of programmes? What programmes would you like to see?
- What do you think has been successful so far? And why?
- What do you think has been unsuccessful so far? And why?
- How do you move around?
- What's your main mode of transport?
- Why do you prefer this mode of transport?
- Where do you transport to?
- What would be the reasons for you to use a bike?
- How do you feel about the plan to create more car parking spaces?
- Do you know how to cycle/do you have a bike? Why?, What about skate, scooters(steps) ?
- Do you ever cycle for fun?
- If you have a bike, do you know how to repair it and would you do so?

#### 2. PROJECT STAKEHOLDERS (STAEDION AND DESIGNARBEID)

Our main objective for speaking to stakeholders was to gather information about the projects that are already in place (both in this neighbourhood as well as in others) and find out about their view on what the neighbourhood needs.

- What programmes are already in place (both here and in other places)? How do they work/can they be improved?
- What might be good programmes/ideas?
- What programmes/ ideas would or have not worked? And what factors have led to their lack of success ?
- (How) have you tried to include the residents' input in your projects so far? How do you approach residents as a company?

#### 3. NINA CRANEN & MANDY KOENRAADS

- What does your job in The Hague Southwest entail? Can you tell us about projects that you work on? Your vision of this neighbourhood?

- What are the main issues in this neighbourhood you think should be addressed?
- How do you think these issues are tackled?
- What is lacking in these strategies?
- What is working in these strategies?
- What do you think is necessary to make them more successful?
- What do you think are the biggest challenges in addressing these?
- Mandy specifically mentioned that she is involved with projects in other neighbourhoods: what can she tell us about those?

### WALKING THE NEIGHBOURHOOD

After the first interviews and online research, an inspection of the project site as well as the surrounding neighbourhood was carried out. The goal of this was for the project team to get a better understanding of the surrounding neighbourhood, as well as identify potential needs, spaces and opportunities in the area. Through the interviews, especially with the residents, we were provided with hints and/or tips on important spaces to view. Various members of the group were able to speak with Nina Kranen, Stadien representatives, Sabra from Sabra's Bootcamp, and residents in many spaces around the neighbourhood. Ultimately the team sought to understand the dynamics of the neighbourhood through observations and speaking with residents and other stakeholders.

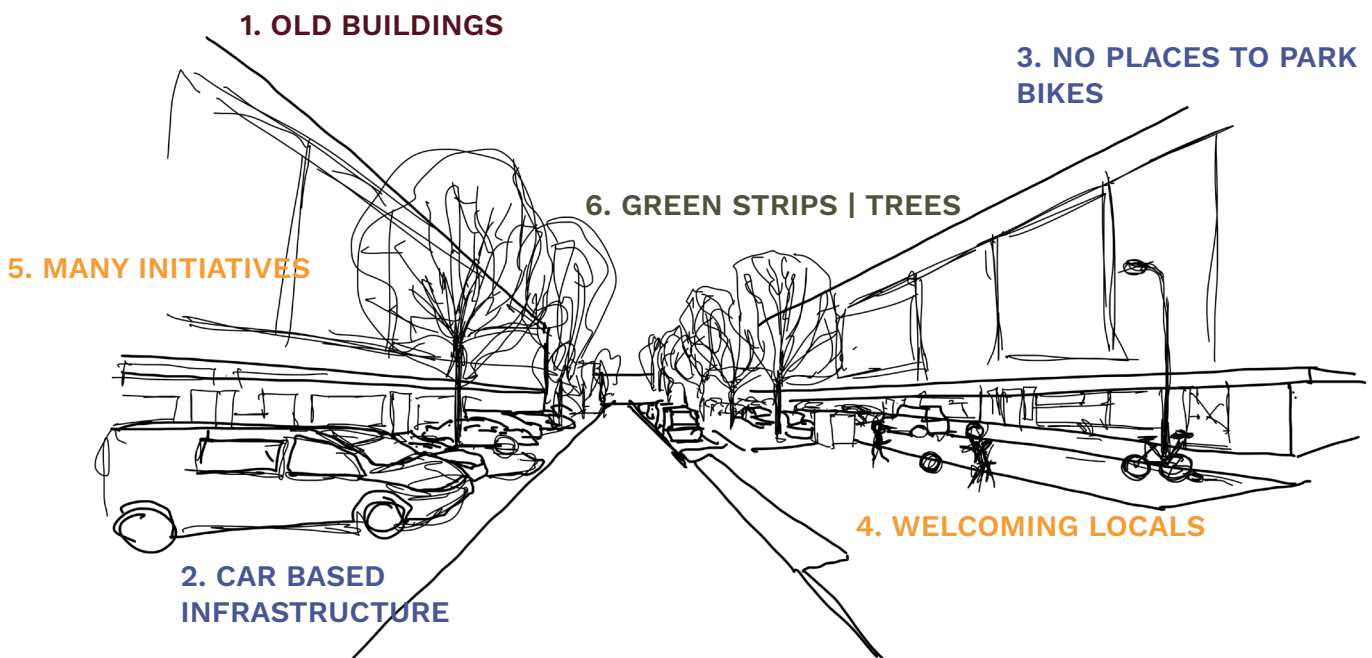


Figure 2: Area observations

**CONTEXT**  
CHAPTER 3

Through conversation with the main partners of this project, the following diagram has been composed:

RESIDENTS	STAEDION	TOON / DESIGN ARBEID
<p>Currently the neighborhood has a high number of school leavers, but lacks schools that offer advanced education levels like HAVO or VWO programs</p> <p>Also housing quality is poor due to mold, low energy levels, and noise</p> <p>Community networks are limited, there is a living behind their door culture, but there initiatives such as usage of bakfiets to encourage socializing outdoors.</p> <p>The future redevelopment of houses and increasing density of the area has led to issues like garden loss and a rise in vehicles, which greatly concerns residents</p> <p>The neighborhood is also affected by the prospect from future paid parking systems.</p>	<p>The lack of job opportunities in the area has prompted efforts to increase local employment options, educational facilities and parking spaces</p> <p>It has been observed that residents tend to socialize within their own cultural or ethnic groups, resulting in limited interaction across different communities</p> <p>Due to a high level of illiteracy, outreach through letters has proven challenging instead, residents can be engaged at local events or on Saturdays while shopping. While certain communities may be difficult to reach, there are still opportunities to connect with others.</p>	<p>Residents feel as if they are excluded from political processes and they feel like their demands are not heard. Moreover, they have mistrust towards institutions</p> <p>Collaboration with many institutions, such as the Turkish museum of the Netherlands</p> <p>“Try to look for common ground rather than cultural differences”</p> <p>Art can sooth things</p> <p>It takes a lot of effort to participate/ engage a neighborhood</p> <p>Language barrier is a issue, but solvable</p>

**3.1 THEMATIC ANALYSIS**

From what we have seen we can say that currently, this neighbourhood is unsustainable in terms of connectivity, health, social liveability, safety, quality of public space, and poverty. Based on this we have established five main themes to describe the current state of the neighbourhood and the room for improvement:

1. Community empowerment: to understand how to increase the feeling of belonging of the community
2. Accessibility and mobility: to understand how to overcome the difficulties of the inadequate public transports
3. Social infrastructure: to understand how to strengthen social connection within the neighbourhood and surroundings
4. Climate adaptation/ mitigation: to understand the opportunities of the Bouwlust area compared to rest of The Hague
5. Health: to evaluate opportunities for citizens to become more healthy

**3.1.1 COMMUNITY EMPOWERMENT**

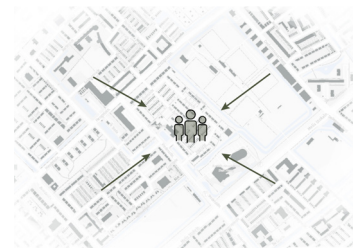


Figure 3: Community empowerment in Bouwlust

The positioning of Bouwlust makes it a distinctive space at the intersection of the community, the market, and the state(see figure (x)), with the aim of empowering the community and encouraging them to take more active roles in state and private activities. Community empowerment is seen as a crucial aspect by many actors at Bouwlust, creating a space where community members can feel confident and involved in their neighbourhood. DesignArbeid utilises art as a means of creating connections and political discourse, whilst also encouraging a sense of community cohesion. Similarly, Sabra’s Bootcamp focuses on building discipline and pride, targeted towards women and children and those who may be vulnerable. Political figures see the benefits of community empowerment as a means to engage more people in the decision-making process around

the neighbourhood. Their biggest challenge is that they perceive the community to be closed off, so investing in social infrastructure that builds a connected and empowered citizenry is viewed as essential.

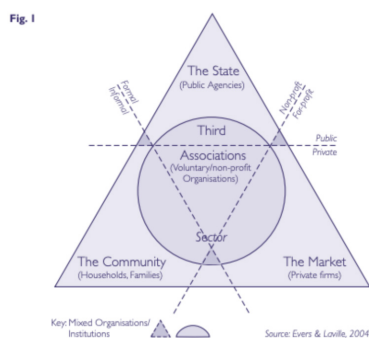


Figure 4: Community empowerment in Bouwlust

### 3.1.2 SOCIAL INFRASTRUCTURE



Figure 5: Social infrastructure in Bouwlust

The social infrastructure of a neighbourhood pertains to the interconnectedness of social networks. In Bouwlust, residents tend to stick to their ethnic groups, resulting in a segregated social infrastructure. Although they have established strong social ties within their own communities, there is little interaction with other groups. To address this issue, the public space is being redesigned to create places for social activities that promote healthy and responsive behaviour. However, this densification of the neighbourhood may pose a challenge for residents who will face reduced private space. Encouraging social mix in the neighbourhood, particularly higher income earners, is seen as a way to promote interaction and to improve the social infrastructure. The diversity of ethnic groups in Bouwlust is apparent from the diagram, with Turkish nationals making up the majority. The role of the “Turkish Mothers” in this community was discussed, as well as experiences with Turkish restaurants in the area that reflect the current social infrastructure in Bouwlust. There are language and cultural barriers that prevent greater integration among various groups, as some individuals may not feel welcome or comfortable in certain establishments.

Upon examining the present social makeup of the community, one might question the reason for its

segregation. In TOON’s demonstration, it was evident that the inhabitants of the area felt alienated from (prominent) procedures and verdicts, with their perspectives and worries disregarded. Because they have lived in an area plagued by significant problems for a prolonged duration, citizens have only recently attempted to usher lasting modifications. Consequently, it’s logical for them to mainly converse with individuals from their familiar, closely-knit cliques.

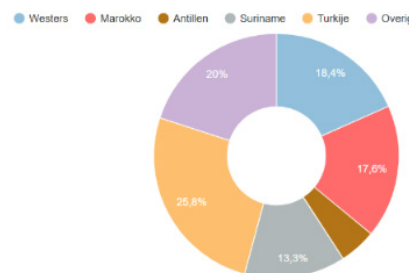


Figure 6: Social infrastructure in Bouwlust

### 3.1.3 CLIMATE ADAPTATION & MITIGATION



Figure 6: Climate adaptation & Mitigation in Bouwlust

Just like the rest of the Netherlands, The Hague will face climate change challenges such as floods, heat stress, and droughts, impacting the livability for its residents. To become more climate adaptive, the municipality of The Hague aims to reduce risks and benefit from opportunities that come with climate changes. Bouwlust as a neighbourhood has a higher score for green spaces, cooling places, and lower flood risk compared to the city centre, and can still mobilise during heavy rainfall. However, in terms of climate mitigation, the area needs improvement in reducing emissions and stabilising greenhouse gases in the atmosphere. To achieve this, a transition to renewable energy sources and significantly lower gas consumption is required. Although efforts have been taken to transition some blocks in Moerdijk, demolishing and rebuilding houses for the energy transition raises concerns about the negative impact on social infrastructure and material use. A cost-benefit analysis may not have fully considered social impacts and fluctuations in material prices, which could lead to delays and further decreased trust in institutions. Conducting a life cycle assessment may have aided in decision-making and increasing trust among citizens.



### 3.1.4 MOBILITY AND TRANSPORTATION



Figure 7: Mobility and transportation in Bouwlust

The city centre of The Hague is experiencing growth, with an increase in population and job opportunities, as well as more visitors. However, this growth is mainly concentrated in the city centre and nearby areas. Currently, Bouwlust can be accessed by bus and tram from the city centre, and it takes a 25-minute cycle to reach DH Holland Spoor train station with its various connecting trams and trains. In addition, the beach is approximately a 20-30 minute bike ride away. While the neighbourhoods appear to have adequate public transport and bicycle accessibility, cars still dominate the area.

This car-centric neighbourhood is primarily due to inadequate public transportation services. The current public transport system only connects Bouwlust to the city centre of The Hague. With only two tram lines and a few buses passing through, there is no connection between the east and west, nor is there a link to Westland, located south of The Hague. This results in the neighbourhood being poorly connected, creating a clear divide between Bouwlust and surrounding areas.

Future plans for the area are focused on creating more parking spaces to accommodate cars that rely heavily on fossil fuels. While this may appeal to the diverse

cultural background of some residents for whom cycling is uncommon, it may also impact their ability to participate fully in society, as commuting via car is more expensive compared to cycling or walking.

Moreover, plans to attract mid-income earners into the area are based on the assumption that they will only come if they can easily access the neighbourhood by car. In our proposal, we aim to address the issue of cars dominating the environment by promoting co-sharing of cars, bicycles, and scooters. Additionally, we plan to suggest improvements for the current public transportation system, which is inadequate in the area.

### 3.1.5 HEALTH

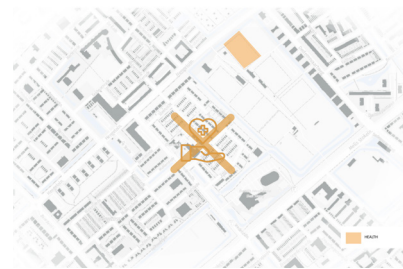
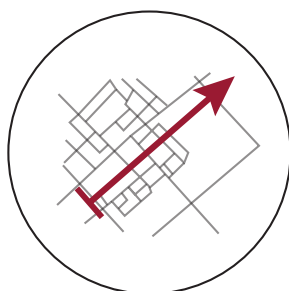


Figure 8: Health in Bouwlust

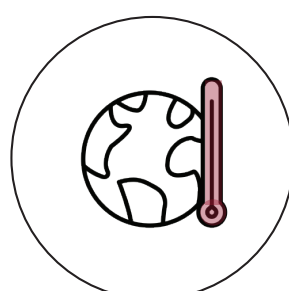
Health was also a topic that Sabra touched on in her presentation. She says that health is not the primary goal of the things she offers within the community, but it is an important aspect. Bouwlust has higher levels of obesity than the rest of The Hague, and with the high rates of poverty healthy food is often hard to obtain. The multi-layered aspect of Sabra's programming offers her the chance to improve the health of the community, while also emphasising meaningful connections and empowerment. Similarly, while our central goal is not health related, health is certainly a benefit that comes along with a population that is biking more often.



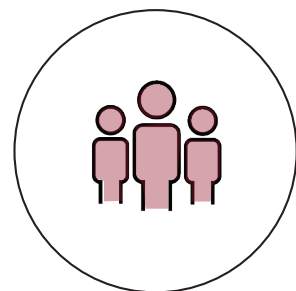
Stop car based society



Stop bad connection with environment



The Hague has a bad climate; Bouwlust has potential



Need of strong community and community activities

Figure 9: Outcome of analysis

## 3.2 STAKEHOLDER ANALYSIS

### ROC MONDRIAAN

Roc Mondriaan is an education centre based in The Hague. ROC Mondriaan is the largest trainer for secondary vocational education in the Haaglanden region. Mondriaan offers approximately 240 MBO courses. A few of them are learning to be bike mechanics, a woodworker or other apprenticeships in the crafts sector. Getting a corporation with them could help set up beginner bike repair classes, internships could also incentivize Roc Mondriaan to direct students to us. Also, students from other courses may be included for example in building parklets or new baskets for the cargo bikes.

### LOCAL REPAIR SHOPS

Including local bike shops in our design process will be crucial for success. With these stakeholders, a good relationship has to be established. We do not want to take away their business but help to make bikes accessible for everyone. Local bike shops could provide valuable know-how for the bike repair courses and also help assemble the right tools for the workshop.

### VEILIG VERKEER NEDERLAND

Veilig Verkeer Nederland is a Dutch organisation that offers Dutch schools bike riding lessons, among other traffic related things. Collaborating with this organisation to organise bike lessons for the residence of the Bouwlust could be beneficial for both Bouwlust Bikes and Veilig Verkeer Nederland. We are helping them acquire more clients, whilst fulfilling our goal to teach Bouwlust residents how to bike safely.

### FIETSDEPOT HAAGLAND

The Bicycle Depot removes bicycles from the public space on behalf of the participating municipalities. Bikes from the 4 municipalities of The Hague, Delft, Leidschendam-Voorburg, and Pijnacker-Nootdorp are being stored here. When bikes do not get picked up after a certain amount of time they can be used elsewhere. Getting spare parts or bikes that need fixing for our project would be ideal. This stakeholder would be key for supplying bikes to people that can not afford to buy them and also for us to have bikes to rent to the residents.

### SPULLENBAK

The non-profit organisation Spullenbak collects donations from all over the neighbourhood and collects them in one place. Here they are made available for the residents but also to entrepreneurs of the neighbourhood that create new products and art. During our visit last week, we realised that they have a big range of bike tools collected from the neighbourhood. This could help build a first tooling set and also give these tools a second life.

### RESIDENTS

The residents are for us the most important stakeholder. We are trying to include everyone living in the neighbourhood. Whether you are already a professional cyclist or have never touched a bicycle in your life. Everyone can come by and help. The goal of our design is to build a community around the bikes. This can only work with big community participation. The design should only be guided by us in the very first steps to set a base for further development. After that, the community should take over and tailor the space to their needs

Bouwlust react (social place for homeless people for repairing bikes to maintain buildings also non fixable bikes to make new tables

### MUNICIPALITY OF THE HAGUE

The municipality of The Hague is one of the most powerful stakeholders in our stakeholder analysis. It has the financial means to support initiatives and the authority to push changes but also the power to stop them from happening. Therefore the municipality is a very important stakeholder for our proposal. Besides the obvious need of funding from the municipality the idea also includes physical changes in the neighbourhood. Even though these are largely temporary we still need to cooperate and find solutions with the municipality. As mentioned before, without the funding by the municipality, it is quite hard to set up a project like this. Arranging at least a start budget to set up the bike shop including tools and furniture as well as permits to deploy parklets throughout the neighbourhood would be key to get our idea going.

### RELIGIOUS INSTITUTIONS (SHALOMKERK)

Religious institutions like Shalomkerk are investing in the community and often host philanthropic events, like the food pantry at Shalowerk. The volunteers at the church expressed that most of the visitors come from near the church because the transportation is not adequate in the area. People who live far away struggle to access the community resources offered by the church. Biking, having access to Bakfiets, and having bikes for children is essential for families who want to travel the distance to access these resources.

### MADE IN MOERWIJK

Made in Moerwijk is a development project in Moerwijk that attempts to increase the economic security, health, and social cohesion of Moerwijk. The initiative supports a diverse range of projects all with the central goal of strengthening the socio-economic structure of the neighbourhood. Although Moerwijk is not the same neighbourhood, Made in Moerwijk is a stakeholder that might be interested in knowledge sharing, and might have connections to individuals who live in Bouwlust

and would be interested in working within our project. On this note, other existing neighbourhood initiatives are a stakeholder in a similar manner, and by meeting with and discussing ideas more with these groups our plan could develop based on others' experiences in similar areas.

### STAEDION

Staedion is an affordable housing association with many tenants in The Hague Southwest, and specifically Bouwlust. The local authority, Stadeion, and property developers in the area have set the theme of "Make-Move-Meet" for the redevelopment project in The Hague Southwest. Stadeion has employed organisations like DesignArbeid to contribute to this theme. Bouwlust Bikes fits into this thematic planning at each intersection. "Make" is exhibited through the repair workshops and community tools, "move" is fulfilled by encouraging biking and offering bike rides throughout the community, and "meet" is incorporated into all the activities which allow different members of the neighbourhood to come together. Overall, as a stakeholder, Staedion is extremely interested in organisations like Bouwlust Bikes WHICH HELP ACHIEVE THE GOAL OF "MAKE-MOVE-MEET".

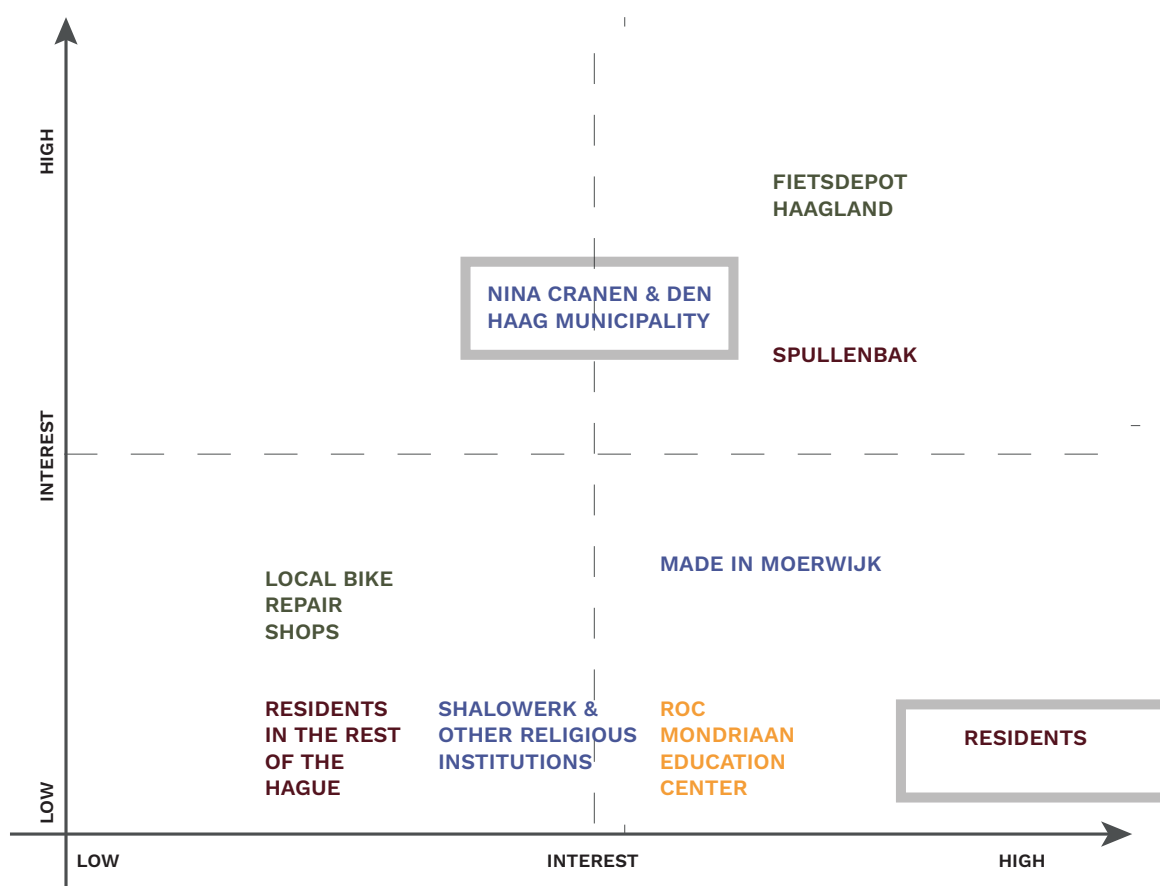


Figure 10: Stakeholders map

### 3.3 OTHER EXAMPLES

To see what is already being done in/near the neighbourhood, as well as on a national and international level we have searched for examples of other projects.

- Made in Moerwijk consists of several activities in Moerwijk to stimulate sustainable socio-economic development and employment opportunities. De Fietsbank for example is an initiative to repair old bikes and give them to status holders who have had cycling lessons, but do not have a bike of their own (Michel, n.d). Modelled after Made in Moerwijk is Made in Bouwlust, in cooperation with the municipality of The Hague, Haagse Milieu Services and Made in Moerwijk. They have several initiatives, such as the Spullenbak which uses donated goods from people in The Hague to make new items (Spullenbak - Iedereen aan de Spullenbak, n.d)

- Another organization that is active in The Hague Southwest is Leven in Zuidwest. They are a Christian organisation that strives to improve the social cohesion and liveability of the neighbourhood and its residents. The help they offer is very broad; they organise several leisure activities for both children and adults but also offer repair and financial services for example (Leven in Zuidwest, n.d.).

- Cascoland is an international network of designers, visual artists, performers, and academics based in Amsterdam. The projects by casco-land are aimed at the development of an ecological and socially sustainable society, locally and globally. Their projects promote sustainable use of spaces, skills, and resources, empowerment of communities, and implementation of innovative social solutions that address local needs (Cascoland, n.d.). They have done a big variety of projects, such as art exhibitions, festivals, and bike tours.

- Phoenix Bikes, a non-profit In Arlington County in Virginia strives to empower youths and communities through bikes. They have a youth education program called 'earn-a-bike' in which kids from 12 to 18 can sign up and learn how to repair a bike. They repair a bike for someone in the community, and afterward, they get to choose a bike themselves. They offer follow-up programs to work in the repair shop and also organise races (Phoenix Bikes, n.d.)

# DESIGN PROPOSAL

## CHAPTER 4

### 4.1 PLACEMAKING: BOUWLUST BIKES

Our initiatives are centred in and around a physical space which will be named Bouwlust Bikes. From within this physical space, we can offer bike repair (classes), bike lessons and rides, and a system of shared cargo bikes and baskets.

Through the physical space that we create, we also want to engage and politicise residents; to hear their thoughts about the changes in the neighbourhood and have them be able to bring in new ideas. For this purpose, we want to provide either a board upon which people can write/hang notes or a box to put them in. People who come to the bike shop will be encouraged to make use of this. We want to involve people with influence on the changes in the neighbourhood, such as people from the municipality, and communicate the residents' thoughts with them. We also want to involve residents through bike rides with people of influence on the neighbourhood, on which we will expand later.

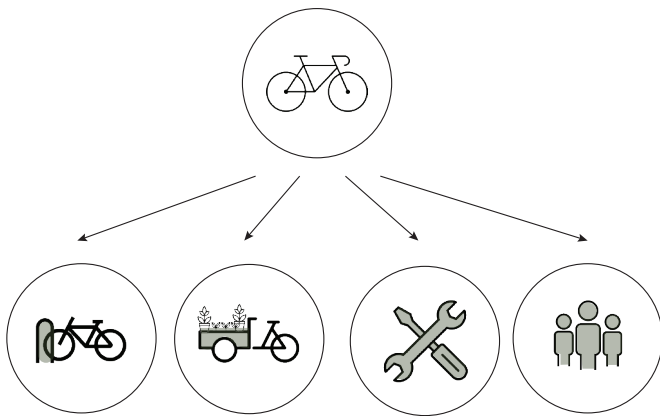


Figure 11: How bikes will improve the area

### 4.2 OUR IDEAS

In the following section, we will describe our plan for the Bouwlust bikes in more detail. Our four main ambitions, namely bike repairs, parklets, bike lessons and trips, and cargo bikes will be discussed at length. In doing so, we also address how these ambitions relate to placemaking, overcoming temporality, and the politicisation of the residents in the Bouwlust.

#### 4.2.1 BIKE REPAIRS

Why?

Bike repair is useful for several reasons. Firstly, bikes tend to get broken easily and require frequent maintenance. If not taken care of, they can become unsafe, which can lead to accidents while riding. Secondly, repairing bikes can be expensive, and not everyone can afford to take their bike to a professional for repair.

On average, repairing a bike can cost anywhere between 35€ to 75€, depending on the extent of the

damage. This price can quickly add up if someone uses their bike regularly. This could result in an obstacle for residents in Bouwlust not using the bike.

This is where DIY bike repair comes in handy. While it may seem challenging at first, repairing a bike is often more straightforward than one might think, and there are tons of resources available online to help you get started. What is more, most of the cost of repairing a bike lies in the labour costs, with materials making up only 20% of the total cost. By learning to repair your bike yourself, you can save a significant amount of money – up to 80% of the total cost!

Our idea

Overall, repairing bikes is a useful skill that can help save money and keep people safe while riding. By making bike repairs more accessible to everyone, we can encourage more people to cycle and contribute to a healthier, more sustainable community. Additionally, we want to offer the residents bike repair lessons, so we can create more involvement within the community. Instead of repairing bikes for them, we want to give them the tools and knowledge to do it themselves. Besides, we want to give residents the opportunity to occasionally rent a bike at Bouwlust Bikes.

How to make it work

We think there is great potential for Bouwlust residents if they have better access to the bike. There is the issue of the purchase of a bike which for some can be very challenging. Yet, there are already initiatives to overcome this obstacle by giving out free bikes through incentives from the church Shalom church or even Made it Bouwlust.

Firstly, there is the issue of actually having access to a bike. Many organisations and initiatives are working to make bike repairs more accessible to everyone. For example, some give out free bikes or offer workshops where people can learn how to repair their bikes. These organisations like Made in Bouwlust and the church could be important stakeholders to combine our effort in providing bike repair lessons.

Through Spullenbak we have understood that there is also great potential to work together with a bike depot namely Fietsdepot Haagland, since bikes that have been there for more than 30 days are wasted. This could be a great opportunity for a partnership since it would allow us to gain access to bikes cost-effectively. These bikes could get repaired in our bike repairing workshops and afterwards used to be rented out to residents. We want to offer residents of the Bouwlust to rent bikes occasionally. Of course, if they have need a bike more frequently, they will buy one for a cheap price. But if they want to use one for a day, they can rent one. We offer this for 1,50 euros. However, on top of this price, is a 8,50 euro deposit that is implemented to guarantee the return of the bikes. Additionally, we

will ask them to register at Bouwlust bikes with some personal information, as well.

To market Bouwlust Bikes, we will also relate some branding to this (through our poster(s) for example), to market our ideas and strengthen the association between Bouwlust and bikes.

For repairing anything, tools are required which could be accommodated through Spullenbak which receives many tools suitable for bike repair. Also, currently, there are many children residing at Spullenbak because there is not much for them to do in the neighbourhood. Perhaps our place could provide classes for younger children as well as women and other adults as a way to also enjoy cycling rather than only as a means of transport. Moreover, next to the bike repair shop Michiel Martens, there is an example of a bike repair station that could be expanded in Bouwlust. Perhaps we could cooperate with this repair station to expand in the neighbourhood together and link it to our place for any advice and classes.

Our place could also offer tools and advice, which is another important component of our plan: the people. As mentioned before the cost of bike repair is in the labour costs. However if one can learn to repair themselves then this would save money while gaining a great skill. A possible way of addressing this would be to collaborate with students from ROC Mondriaan who would acquire skills in bike repair while also providing a valuable service to the community. In addition, this would strengthen the relations between the school and the community.

For the bike repair the previous car garage could transform to a bicycle garage with the tools and bikes there. This would be inside and would allow space for the materials and also for people to work and give workshops about bicycle repairing.

In terms of further spatial distribution, it would be great to be able distribute the repair stations across the area of South West The Hague. Especially across important routes e.g to f, the beach and shopping centre.

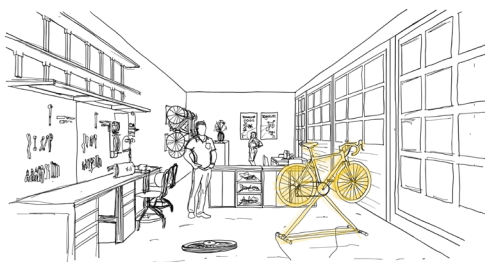


Figure 12: Bike repair shop accessible for everyone

#### 4.2.2 PARKLETS

Why?

Parklets are a type of urban intervention that seeks to reclaim space typically reserved for cars and turn it into a space for people. They are usually created by extending the sidewalk into the street, taking over one or more parking spots. Naturally therefore a certain amount of parking spots is going to be occupied for a longer period of time. This can lead to some point of frustration with residents. Therefore a clever placement of the parklets is necessary. When placed well in the community the resulting space can be used for a variety of activities, such as seating, eating, playing games, or just hanging out. Parklets are often designed to be visually appealing, with features like planters, trees, and public art installations. They can also be equipped with amenities like bike racks, wifi, and charging stations. Because parklets are usually temporary installations, they can be moved from one place to the other very easily. Parklets are seen as a way to address several urban challenges. They can provide more space for people in dense urban areas, improve the walkability and livability of streets, and support local businesses by providing an outdoor space for customers to gather. Additionally, parklets can help to create a sense of community by providing a place for people to socialise and interact with one another. Parklets are often initiated by community groups or businesses, and require collaboration between local government, business owners, and residents to be successful.

Our idea for parklets

During our observations in the neighbourhood and thorough talking to several residents we discovered several problems, two of which we think can be tackled by the community implementation of parklets. First of all a lot of residents do not feel represented or included in the process of the redevelopment of the neighbourhood. Parklets give these residents the opportunity to actively participate in the redevelopment. The designs of different Parklets can vary quite broadly. So residents can really bring in their own ideas and also adapt the design to the needs of the community. Additionally community built parklets bring a sense of belonging for the participating citizens of the neighbourhood. As mentioned in the definition of parklets they are often equipped with greenery. These can be used as mini community gardens and can help create, build and extend the community in the neighbourhood. Otherwise the design opportunities are endless and depending on the participating residents, public bookcases, public BBQs, game rentals for kind etc can be implemented.

The second problem that parklets can help to solve is missing public community spaces and especially for older residents the lack of seating opportunities. Because of their temporality the parklets can serve

as adjustable seating possibilities for the residents. In different phases of the construction they can be moved and provide seating opportunities where they are needed. Additionally bike racks can be added on the parklets to create more public opportunities to leave a bike.

How to make it work:

Building the parklets would be a community activity. There could be “parklet classes” which happen every week. In these classes the build process of the parklets is organised. Which designs should be built, where should the parklets be placed, building the furniture, planting the greenery, taking care of existing parklets are just a few of the tasks that are organised by the community in these classes. While our ambition is to use as many recycled materials and tools that are already in the neighbourhood, the involvement of a few powerful stakeholders is necessary.

To be able to build parklets, a cooperation with the municipality of The Hague is necessary. They would provide the permits to set up a certain number of parklets in the neighbourhood. Parklets are usually built on a steel base frame. These are probably very hard to be built by the community, because of the high skill and tool requirement but also pricing. Therefore they need to be provided by a metal workshop. Funding by the municipality would be ideal. There could also be other stakeholders that might be interested in funding this project like Staedion. The design and construction of the parklets should be done by the residents. Of course some help and tools are needed. Therefore we plan to bring in further stakeholders to help. Roc Mondriaan, a training school for various skills (see chapter stakeholders) could supply some know-how in woodworking and on how to realise designs. DesignArbeid are the perfect stakeholder to help with the design and development of the parklets. As facilities we would like to use the existing wood workshop at Ruimzicht. The distribution and relocation of the parklets then has to be done by the municipality again.



Figure 13: Parklets replacing car parking places

### 4.2.3 BIKE LESSONS AND ORGANISED RIDES

Why?

A big part of the Dutch population is very used to bikes and probably uses one almost daily. This does not mean that this is also the case for neighbourhoods like Bouwlust. While the bike can improve one's mobility, fitness, and self-determination the hurdle to start biking might be high for newcomers. Busy streets, the absence of bike lanes, and the lack of a bicycle are just some of these hurdles. To overcome these we want to offer bike lessons for beginners. You could use one of our rental bikes or just bring your own bike. Lessons would be taught by interested community members, or experienced teachers from some of the stakeholders such as employees from local bike shops.

Additionally, when speaking with residents at the BuurtKamer, we understood the issue of the obstacle for children from Bouwlust to go to higher education schools was due to distance. This is a pity because there are definitely children who would like to challenge themselves at a VWO school. We understood that it is only 20 minutes cycling but that feels too far for the parents thereby, limiting their children to go. There is this cultural perception of distances being far, this could be because mainly kids would be able to walk to school and that's completely free of expenses while cycling would cost not only the purchase of a bike but also the repairs. We would like to focus on addressing this issue primarily by organising bike routes for the children and their parents to these high education schools. By doing this parents will have the opportunity to see for themselves while children will be able to practise the route and also have fun watching their parents learn to bike. There is a larger systemic issue at play with the lack of a VWO school and while we cannot address this limitation we can encourage and offer increased access to a community who can help empower students / families who are interested in cycling to the school.

Similar to Made in Moerdijk we want to tap into the capacity of skills that the community already has, and therefore want to find residents of the community who would be interested in hosting these lessons. Similarly, if we secure interns from ROC Mondriaan part of their internship would include teaching these lessons!

Our idea

For people that already are able to bike, but still don't feel safe on the road we want to offer community bike rides. Going out for bike rides with a group can build relationships between different citizens of the community and also helps less advanced people to enter the world of biking. We want to emphasise through our initiative that biking does not have to be an intense destination focused practice, it can be a leisurely ride to socialise, get to know a new area of

town, or increase movement for health purposes. A resident that we spoke to talked about how while she does bike, it is typically to get somewhere, and not for fun. Our proposal offers the opportunity for encouraging biking as something that can be casual and fun.

Moreover, in order to politicise more people in Bouwlust we want to offer themed rides every once in a while where local leaders or people like Nina Kranen come to the bike rides for a casual chat alongside the ride. This offers people an opportunity to speak with the people who have a high amount of impact on the neighbourhood in an informal setting. DesignArbeid highlighted that making people feel comfortable in a space is essential when trying to politicise a space. The bike rides are a casual environment that hopefully people will attend multiple times so if every few weeks someone from the municipality shows up to talk, there will be a higher chance of citizens being interested in speaking with them, because they feel safe in this environment.

This is also where the renting of the bikes come in. Most people who need a bike, will already have one. These people can still come to us to join trips, take bike lessons, use the parklets or enjoy a bike repair class. The renting is for the people who want to join an activity, but do not have a bike yet. It emphasises the idea of biking as a leisure activity.

How to make it work?

These organised rides can begin with a set time (i.e. the first Saturday morning of the month) so that there is a consistent schedule that residents know is always available. Additional rides may be organised if there is demand and interest. Rides could also be organised amongst groups who share common traits such as mothers with young children on Thursday mornings. One of the residents we spoke to expressed that activities that involve children often draw parents in as there are not many new things for children to do around the neighbourhood. Nina Kranen also emphasised that the municipality has found that children oriented activities are usually the most successful. The bike ride is a way to draw in residents and then show them the rest of what Bouwlust Bikes has to offer. We see this activity as a good starter to introduce people into what we have to offer as it is easy to join everyone and further activities may be planned after the ride. We want to offer bike rides for free. People who do not have a bike themselves, can just use one during the trips for free and then return them afterwards.

The municipality of The Hague has worked in Bouwlust with biking initiatives in the past. Figure 1 displays a community bike ride in which the Municipality organised routes throughout The Haag Southwest, partially through Bouwlust. The initiative wanted to

highlight health, social participation, and livability which are themes also explored throughout this report. Organised activities such as the one hosted by the municipality are beneficial for the residents, and also for attracting new consumers to the area, which is a goal of the municipality.



Figure 14: Community bike lessons outside

#### 4.2.4 CARGO BIKES

Why?

Cargo bikes are a very versatile form of transportation. Unfortunately, not everyone has access to a cargo bike and so does not have the opportunity to use one. We want to implement a sharing system so that not everyone needs their bike. To adapt the bike to the changing neighbourhood, the idea is that in different workshops different “baskets” for the community cargo bike can be built. Some possible examples could be a BBQ-bak, a coffee-bak, a tool-bak, and many more. This hopefully leads to more social interaction: through making the bikes, but also through the function of the bikes.

Our idea

It might be somewhat ambitious, but cargo bikes can become a permanent factor in the next few years. Because of the unique nature of themed cargo bikes, this can help improve the reputation of the neighbourhood and it could become a trademark for Bouwlust. It overcomes temporality in another way too, because it connects different people from different cultural, social, and economic backgrounds through placemaking. Additionally, by allowing the residents to create their own Bouwlust cargo bikes we empower and mobilise them politically.

How to make it work?

While we think building the cargo bikes from scratch with the community might be too ambitious, we think building different baskets, maintaining the bikes as well as painting are definitely tasks that can be done by the community. To acquire the basic bike funding from either bike companies or the municipality would definitely be necessary. Once this is taken care of, we plan on working together with residents and the



municipality to gather old bike parts and supplies with which we can build and set up the cargo bikes. The residents can then take part in different workshops like designing different baskets in design workshops, help painting the bikes, actually building the baskets from the design workshop, or maintain the fleet of cargo bikes. For these workshops we try to bring in different stakeholders like students from ROC Mondriaan, who could help think of or even create innovative cargo bikes, or bike mechanics to help maintain the cargo bikes. After the first bike is finished we plan to integrate a sharing system where residents can borrow the cargo bikes for a short period of time. The idea is that if you want to do a special task that usually would not be possible without a car you can now also rent out a cargo bike to get this task done. The renting would be as cheap as possible so it is affordable for everyone in the neighbourhood. The details for this have to be decided in the process of the project. (also see chapter 4.2.1) Furthermore these bikes can also be used for some of our other activities like the bike trips to bring food for a picnic or to go around the neighbourhood and make sure all the parklets are clean and usable.



Figure 14: Cargo bikes in store

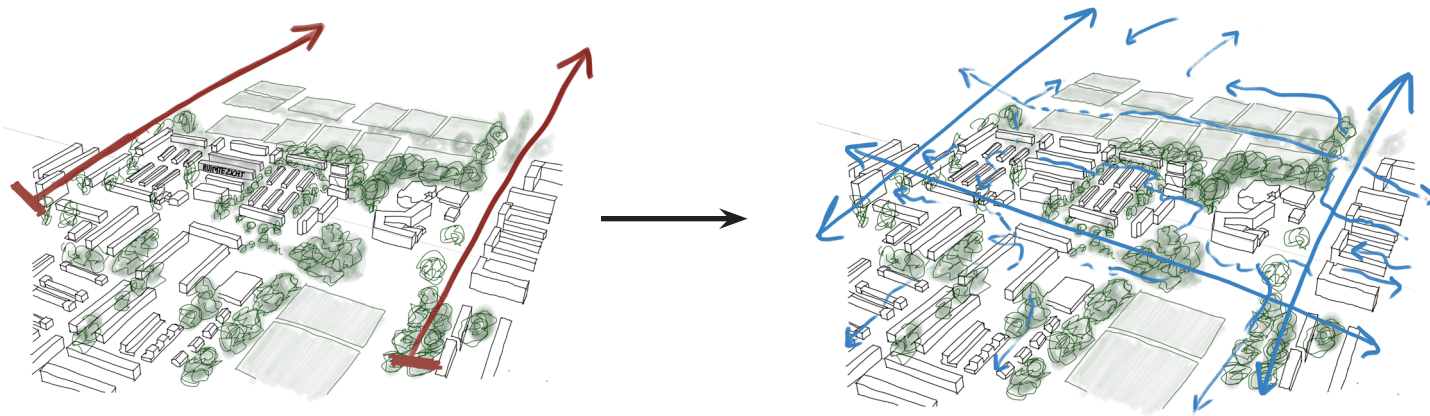


Figure 15: Axo showing how bikes can make the area more accessible



Figure 16: Image of how the area will look | Inside



Figure 17: Image of how the area will look | Outside

# THEORY OF CHANGE APPROACH

## CHAPTER 5

Context	Scoping & Planning	The current situation in the Bouwlust is complicated. There are many socio-economic challenges in the neighbourhood, such as poverty, physical and mental health decline, and a low educational level. We can not solve all these issues with one idea. However, we can make the living environment for the residence more accommodating, by focussing on placemaking. In order to address these issues, we propose a bike hub where we offer residents four main resources: affordable bike repairs, parklets, bike training and trips, and themed cargo bikes. In order to realise this, we plan on working together with several stakeholders: Residents of Bouwlust, VMBO College School, ROC Mondriaan, Spullenbak, Repair shop Michiel Martens, Fiets depot Haagland, Municipality The Hague, Woodworkshop next door, Shalom kerk, Veilig Verkeer Nederland, Den Haag Fietsen, Fietsenbond
Efficiency	Inputs	We need: - a place; the Plinth and the neighbourhood. - bikes - repair tools - people who want to repair bikes and give bike repair lessons - residents who want to get involved in the neighbourhood - funding to get started
	Activities	<p>What do we do and who do we do it with?</p> <ol style="list-style-type: none"> <li>1. Bike repairs We offer residents a place where they can learn how to repair bikes. Most people who need a bike regularly, will probably buy one for a decent price. This means they already have a bike. However, bike repairing can become quite expensive. We want to mobilise the residents to be able to do this themselves. Additionally, gaining this skill might also empower the residents. Besides, through this activity they can also meet other people. For this ambition we could work together with students from ROC Mondriaan, who could help give the lessons or repair the bikes. We work together with the residents, who will either learn or teach others to repair their own bikes. We can also work together with repair shop Michiel Martens.</li> <li>2. Parklets The parklets give the residents the opportunity to build and design public spaces. Additionally, parklets can be moved and are therefore mobile for during different construction periods. Essentially, it gives residents a sense of participation. To create these parklets we can work together with Spullenbak and the residents.</li> <li>3. Bike lessons and trips If you grow up in a poorer family or you were not born in a country where biking was a basic mode of transportation, you might not know how to ride a bike. Therefore, we want to offer the children and adults in the neighbourhood the opportunity to learn how to ride a bike.</li> </ol>
		<p>For this, we can work together with fietsdepot Haagland to get bikes for people who do not have them, Veilig Verkeer Nederland to organise the lessons, repair shop Michiel Martens and the Shalom Kerk, which already offered these before. Additionally, we also want to organise bike trips for the residents, so we can show them that biking can be a leisure activity. For this we need bikes from the depot and the residents who want to join.</p> <ol style="list-style-type: none"> <li>4. Cargobikes Creating bikes with themes that can be multifunctional. They can be used to carry groceries, coffee, garden supplies, and many other things. It gives residents the opportunity to design cargo bikes and as a result, the public space. We want to work together with residents, the depot, and the municipality to receive bikes. Students from ROC Mondriaan to help build the cargobikes and the residents to thematize them.</li> </ol>
	Outputs	We produce: bike lessons, repairs, group rides, a place to park your bike, themed cargobikes, an opportunity to design the public space whilst in it under construction, a way to express creativity, and a chance to connect.
Effectiveness	Outcomes : intermediate + long-term	<p>We hope our idea can realise our five ambitions among the residents:</p> <ol style="list-style-type: none"> <li>1. We hope we can <b>empower</b> them through helping them develop practical skills, increasing the accessibility to mobility, and by improving the neighbourhood's reputation.</li> <li>2. We hope we can help improve their mental and physical <b>health</b>, through the biking trips, the expansion of social networks, the creation of more agency as a result of new skills, and the encouragement of biking in general.</li> <li>3. We hope we can offer them a better <b>social infrastructure</b> as a result of getting into contact with more people from different backgrounds.</li> <li>4. We hope that, through the encouragement of biking, more people will bike instead of use a car and that the environment will become more <b>sustainable</b> as a result.</li> <li>5. And finally, we hope that they become more <b>mobile</b> and therefore, are able to extend their lives beyond the Bouwlust.</li> </ol> <p>There are also risks: Creating this space in a developing neighbourhood also brings risks:</p> <ol style="list-style-type: none"> <li>1. Changing residents. Our idea tackles the problems of current residents. We can not guarantee that the new residents have similar needs and ambition to engage in the community</li> <li>2. Competing with local businesses. Our idea might stand in competition to local businesses like the bike shop. While our goal is not to take away their business and revenue but to provide an opportunity for people in need to stay mobile, we can not guarantee that some part of their business will shift. A close relationship with these stakeholders is therefore necessary</li> <li>3. Car based neighbourhood. The Bouwlust area is traditionally car based. Therefore it might be hard to convince people to volunteer in a project about an alternative form of transport.</li> </ol>

# REFLECTION

## CHAPTER 5

Overall, we look back on the Design Game as a positive and enriching experience. With our group consisting of students from different backgrounds we balanced each other out very well, and were able to find each other's specific strengths and skills and use these to our advantage. The organisation of the group process and division of tasks played out in an orderly manner with an equal distribution of work among the group members.

We enjoyed the process of the Design Game, but it did take us some time to get a clear idea of the main goal of the assignment. It was not until the first or second on-site session that we fully understood the main aim of the assignment, which is to help the residents of Bouwlust with the aspect of constant temporality caused by the changes in the neighbourhood. Once we fully comprehended the assignment, we were really able to further our initial idea.

For us an enriching experience was to talk to an actual project developer like Staedion. This helped to gain another perspective of neighbourhood development. For us it felt contradictory that the key stakeholders agreed on a plan and wanted to make it Make, Move, Meet, but that during the redevelopment and demolition many shops and local entrepreneurs would have to close their businesses. Moreover, regarding the possibility to move we understood that there will be paid parking, making it even more challenging for residents to move around. Then regarding the political tension regarding the demolition and lack of information, it would have been interesting to focus on how to relieve this tension and open up communication between residents and Staedion. These issues are universal and how to deal with them is complex. Therefore, our lesson learned was to understand the standpoint of a project developer, which is to make money, but then try to have any place making it as cost-effective as possible. Although it is great that the municipality can give out subsidies, any cuts in budget could cut off all the projects. Therefore we felt the need to include the economic aspect more than we initially thought.

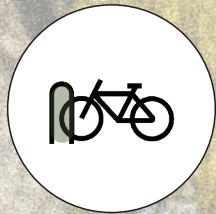
With regards to resident interviewing, we experienced several issues with going around the neighbourhood. For example it was often overcrowded with the other groups, making the residents feel uncomfortable or overwhelmed. Moreover, we talked to several people who felt defensive to say that the neighbourhood is not as bad. It seemed like other groups really emphasised this when interviewing them. Due to this, we felt more hesitant to ask around. Yet, when we talked to initiatives they were more open to talk and were passionate about making this neighbourhood better. A lesson learned was to always ask open questions without already having your own perception. Also, we learned that even

though for the assignment we want to interview as many people as possible, it should not be at the cost of the residents not being comfortable with this.

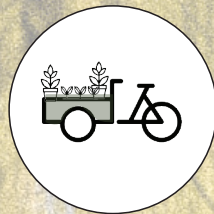
In addition, we found there were many initiatives even almost the same as ours but that the project did not go through because of limited budget. For us it was interesting to understand why there seemed to be so many initiatives and opportunities but that there is still a great urge to add in new initiatives rather than accelerate the existing ones. This we would like to have explored more but was not possible due to time constraints. Our takeaway was the importance of identifying key players who possessed extensive knowledge about the area, like Mandy Koenraad and Donna Kefer. They might not be active stakeholders in every project but do have knowledge and contact to identify who is.

# BOUWLUST BIKES

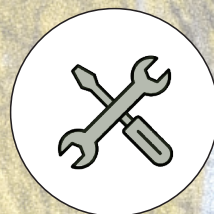
## BIKES CREATING A COMMUNITY



PARKLETS



CARGO



REPAIR

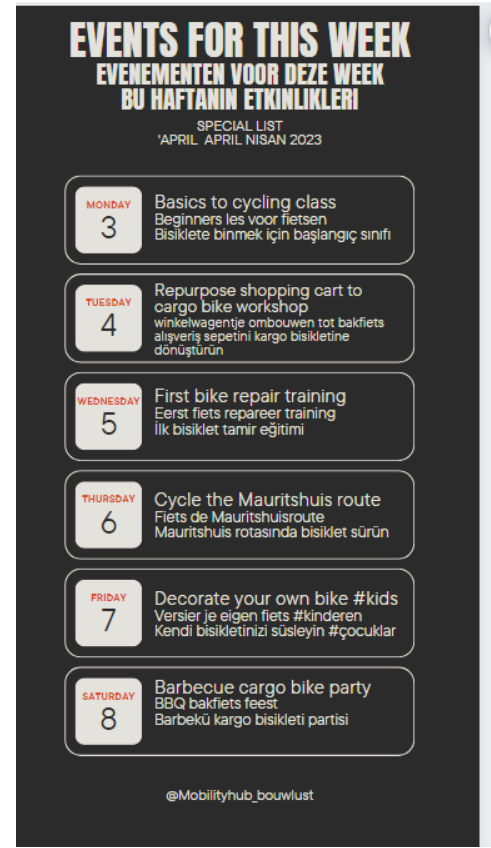


COMMUNITY

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OTHER POSTERS IDEA'S  
APPENDIX



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