



DESIGN FOR A CONSTANT TEMPORALITY IN DE ZICHTEN

Social Inequality in the City, Diversity and Design



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Chapter 1 - Introduction

Social inequalities in cities are a significant challenge facing many urban areas worldwide. With rapid urbanisation and population growth, cities have become centres of economic, social, and cultural activity. However, not all residents of these cities benefit from the opportunities that urban life provides. In particular, disadvantaged residents living in poor neighbourhoods often face significant challenges such as lack of access to basic services, high crime rates, and limited job opportunities (van Ham et al., 2018).

One of the most significant consequences of social inequality in cities is the polarisation of disadvantaged residents in poor neighbourhoods. This phenomenon is commonly referred to as "neighbourhood segregation" and is characterised by the concentration of poverty and the exclusion of low-income residents from mainstream society. (van Ham et al., 2018) Neighbourhood segregation leads to a host of problems, including limited opportunities for upward mobility, increased health risks, and decreased social capital. Some districts in the southwest of The Hague can be seen as such 'problematic neighbourhoods'. Bouwlust and Vrederust are located in the southwest of The Hague and are characterised by high-rise apartment buildings, many of which were built in the 1960s and 1970s as part of a large-scale urban renewal project. Over the years, these neighbourhoods have become increasingly segregated, with a high concentration of low-income households and immigrants (*Wijkactieplannen 4 Haagse Krachtwijken, 2019, Wikipedia 2023*). Nevertheless there lies a lot of potential in these areas, which is why The Hague refers to them as "krachtwijken" which translates into a powerful neighbourhood (*Wijkactieplannen 4 Haagse Krachtwijken, 2019*). They have the potential to be transformed into powerful neighbourhoods with more opportunities.

To address these issues and release the potential of those powerful neighbourhoods, a larger urban renewal initiative aims to revitalise the area and improve the living conditions of its residents. This initiative is known as the Southwest Program and has been in progress since the early 2000s. Southwest Program was launched with the goal of creating more attractive and sustainable neighbourhoods (The Hague, 2019). The program is based on four main pillars: social, physical, economic and educational. One of the most far-reaching changes brought about by the program is the structural renewal and modernization of the built environment, including the renovation of existing buildings and the construction of new ones.

Overall, the restructuring of Bouwlust and Vrederust is aimed at creating a more vibrant, sustainable, and attractive neighbourhood that can provide a better quality of life for its residents. The key theme for the socio-economic redevelopment is called “Make, Move, Meet” (maken, bewegen, ontmoeten) and addresses the various problems in the area, where high levels of unemployment, a lack of physical exercise and common spaces play a big role (Gemeente Den Haag, 2022c). The goal is to give residents a jump start for local entrepreneurship and making things and providing them with opportunities to move their bodies and meet people. This (constructional) renewal brings challenges. While buildings are standing empty all around, being demolished, renovated, neighbours have to move to other parts of town and the environment is constantly changing, how can it be ensured that there is still enough space and opportunity to preserve and create social cohesion? How can it be made possible that there are opportunities for residents' participation and politicisation while everything around them is changing? To deal with this, the Staedion housing association commissioned DesignArbeid to act as a connector in The Hague Southwest and the idea of Toon was born. Toon is a workplace for participatory art and a platform for cultural programming (Toon, n.d.). Art and culture should therefore serve as a way of coming together, expressing ideas and participating.

The aim of this report is to investigate further on how to deal with the ‘constant temporality’ in the neighbourhood, how to include and invite residents to participate and to be part of the development in the area. How can the access to goods, opportunities to meet people, voice concerns and the liveability in the area be improved, while the (built) environment is constantly changing. Another aim of the report is to develop ideas on how to create something where residents feel they can get involved politically and actually have a say in their environment. To achieve this, we first had to familiarise ourselves with the area and get a feel for the variety of problems the neighbourhood faces. Through walk-throughs, intensive research and residential conversations we attempted to get a sense of the challenges we are facing. The results culminated in chapter 2. Chapter 3 shows a wider context of our design proposal while chapter 4 presents the actual proposal. Due to the challenging and special nature of this project, chapter 5 is needed to give a brief recap and reflection on our experiences and the lessons we learned.

Chapter 2 - Approach

This section will elaborate on the methodology and data collection strategy used while working on this project. The strategy is threefold. One side consists of external sources: statistical information and literature, the second part relates to interviewing stakeholders, the final part primarily consists of observations in the neighbourhood.

Prior to the first onsite visit some research on the neighbourhood was conducted, primarily focusing on its current situation and the development plans. This was partially done through research into the statistics from the neighbourhood and district, obtained from denhaag.incijfers.nl, a website where the municipality of The Hague provides information on its neighbourhoods, districts and the municipality as a whole. By looking at this statistical information in combination with reports on the neighbourhood and district, some potential problems were identified. The information retrieved from these reports and statistics was used as background information in the interviews with stakeholders. When additional problems were mentioned in interviews further statistical information and reports were looked for in order to be able to understand these problems better. The information from reports, the theories from lectures and statistical data were integrated with the interviews and observations of the neighbourhood to assess what problems were at hand.

The element conversations with stakeholders and residents can be quite delicate, considering our position as researchers. This is especially the case when these conversations are held with residents of the neighbourhoods. While conducting this research this position was taken into consideration. In interviews, accessible language was used, this includes conducting the interviews in the language the interviewee felt the most comfortable in. Interviews were conducted in both Turkish and Dutch. Both languages are mastered by either one or multiple members in the group. The questions asked during the interviews were primarily short open questions to start the conversation, such as: ‘What are you missing in the neighbourhood?’ or ‘How do you think the neighbourhood can be improved?’. Next an open conversation followed in which the needs, opinion, and stories about the neighbourhoods were told which provided useful insights into the neighbourhood. Residents were also asked what they thought of the proposal and how they thought this could help the neighbourhood. Their comments, advice and criticism were taken into account and the proposal was adapted

according to the criticism and recommendations of residents. During the onsite visit on the sixteenth of March, questions could be asked to other stakeholders as well, including Heijmans, and Designarbeid. During conversations with these stakeholders specific attention was paid to their explanations of the neighbourhood, its problems, and the proposed renovation of the neighbourhood. In addition, close attention was paid to any mentions of community gardens and outdoor spaces, as the initial idea for the design proposal included a community garden as well. While conducting interviews notes were taken on our phones and laptops. After the interviews were conducted the notes were worked out in a separate document and linked to the statistical information, reports by the municipality, and the theories from course literature.

During the onsite visits the neighbourhood was observed and pictures were taken of the things that stood out, as well as making sure that the locations where the pictures were taken were remembered in order to have a good overview of the neighbourhood. Pictures taken during the visits were made with the privacy of residents in mind. While walking through the neighbourhood knowledge from previous research, gained from statistical information and reports as well from previous onsite visits, was kept in mind. Pictures and information gathered during the onsite visits was integrated into the proposal after each onsite visit in order to keep a good overview. During our visit in the neighbourhood we looked at possible locations where the initial proposal could be situated in order to improve the neighbourhood.

Chapter 3 - Context

This chapter will provide context to the neighbourhood that this design proposal is aimed at. Starting with a context analysis, followed by the 5 main themes that come from this. Additionally, a map of the neighbourhood will be provided.

Context analysis

Bouwlust primarily consists of social housing, the percentage of social housing is 65,8% (Den Haag in cijfers, 2022f). There are currently 2060 social houses in the neighbourhood, consisting of Zijden, Steden, and Zichten of which 1.779 will be demolished (Rosenberg, 2021). Most of the houses were built right after the Second World War in response to the housing shortages. The municipality of The Hague came up with 5 main pillars for the redevelopment of the Dreven, Gaarden and Zichten (*Gemeente Den Haag*, 2023):

- Improvement of the housing, many houses are outdated, so the municipality, Staedion and Heijmans plan to renovate or demolish these
- More houses, and more variety in types of housing, there will be 3,500 additional homes. Both new social rental housing, and mid-rent and owner-occupied housing
- More facilities, as more people move into neighbourhoods, more facilities are also needed. There will be new facilities such as meeting places, schools, restaurants, health facilities, cultural institutions, spaces for businesses and sports facilities
- Improved greenery: making the new buildings taller will add more residential units, but leave plenty of room for new greenery
- Safer mobility: there will be new and better connections between neighbourhoods for pedestrians and cyclists. Many people have cars, which we also heard from conversations with residents. The municipality is looking at solutions for parking. And other forms of transportation, such as car and bike sharing.

The proposed regeneration of the neighbourhood, which is primarily based on improving the quality of houses in the neighbourhood, will thus include densification of the neighbourhood (Staedion, n.d.). During the first onsite visit Nina Cranen talked about the densification, which will come at the costs of larger houses and houses with gardens. Houses are expected

to be a little smaller and the current apartment buildings will be higher. The current regeneration also involves social mixing. Nina Cranen mentioned how residents from different economic backgrounds are needed in the neighbourhood in order to successfully revive the neighbourhood and include entrepreneurs. Staedion (n.d.) mentions on their site that the diversification in houses, including social housing, private rent and owner-occupied houses, will provide those living in social housing opportunities to grow into other houses in the neighbourhood. Kleinhans (2012) mentions that this opportunity of in neighbourhood mobility to move into different types of housing, can be helpful in addressing in- and out-migration issues. In consequence, it can be expected that this diversification will help decrease the out-migration of the neighbourhood, which will aid the social mix in the neighbourhood.

Current difficulties in the neighbourhood

One of the problems in the neighbourhood Bouwlust, is the health of the residents. The percentage of people being overweight is higher than the average in The Hague, which you can see in figure 1. There's also a higher percentage of adults with long-lasting diseases. Beside physical health, mental health is an issue; both the percentage of adults who feel seriously lonely, and the percentage of adults with a higher chance of anxiety disorder and depression, are higher than the average of The Hague (Den Haag in cijfers, 2022b). The health issues can partially be explained by the smaller percentage of people above 18 complying with the daily movement guidelines (Den Haag in cijfers, 2022b).

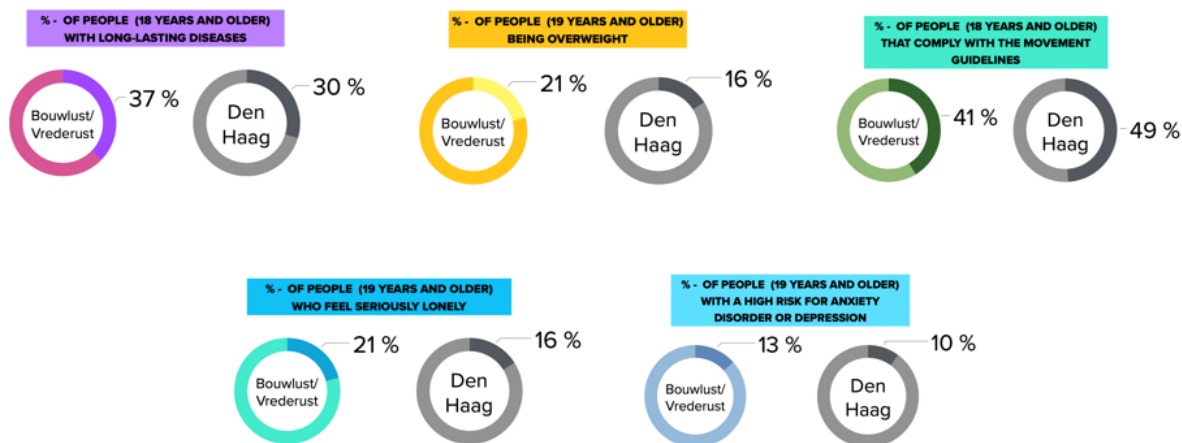


Figure 1: Physical and mental health in Bouwlust (Den Haag in cijfers, 2022b)

One of the societal problems of the neighbourhood is poverty. Van Ham et al. (2021) described how income inequality is closely linked to socio-economic segregation, with higher levels of segregation in cities typically correlating with higher levels of inequality (Van Ham et al., 2021). We can see this in Bouwlust, where the average disposable income is significantly lower than the average of The Hague (see figure 2). In addition the percentage of people receiving invalidity benefits is also almost twice as high in the district compared to the average of the Hague. From the residents that have a job, 62,7% usually have lower paying jobs (Den Haag in cijfers, 2022e). The percentage of people with unemployment benefits is about 15% in the district, while the average in The Hague is only 8% (Den Haag in cijfers, 2022e). The unemployment in the region is often mentioned in the media (van Bree, 2021).

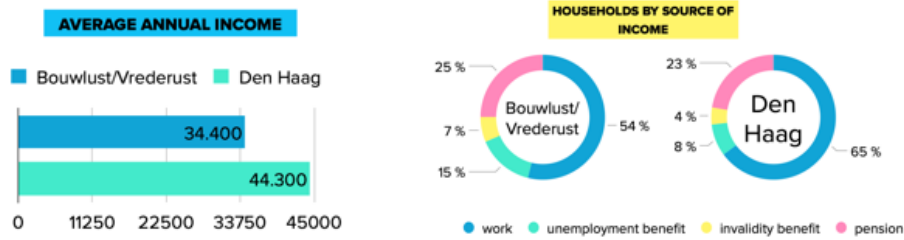


Figure 2: Economics in Bouwlust (Den Haag in cijfers, 2022e)

The percentage of younger people (below the age of 19) is higher in Bouwlust compared to the average of The Hague (see figure 3)(Den Haag in cijfers, 2022a). The younger residents influence the future of the neighbourhood and the possibility of the neighbourhood to improve. The education of residents of Bouwlust is significantly lower in comparison to the average in The Hague (Den Haag in cijfers, 2022d). There are multiple reasons for this; there are no havo, or vwo schools in the neighbourhood, people in their social networks are likely to have lower degrees of education and their parents may not know as much of the Dutch education systems as most of them are not from Dutch descent. Furthermore, the percentage of highschool dropouts is higher than the average in The Hague (Den Haag in cijfers, 2022d).

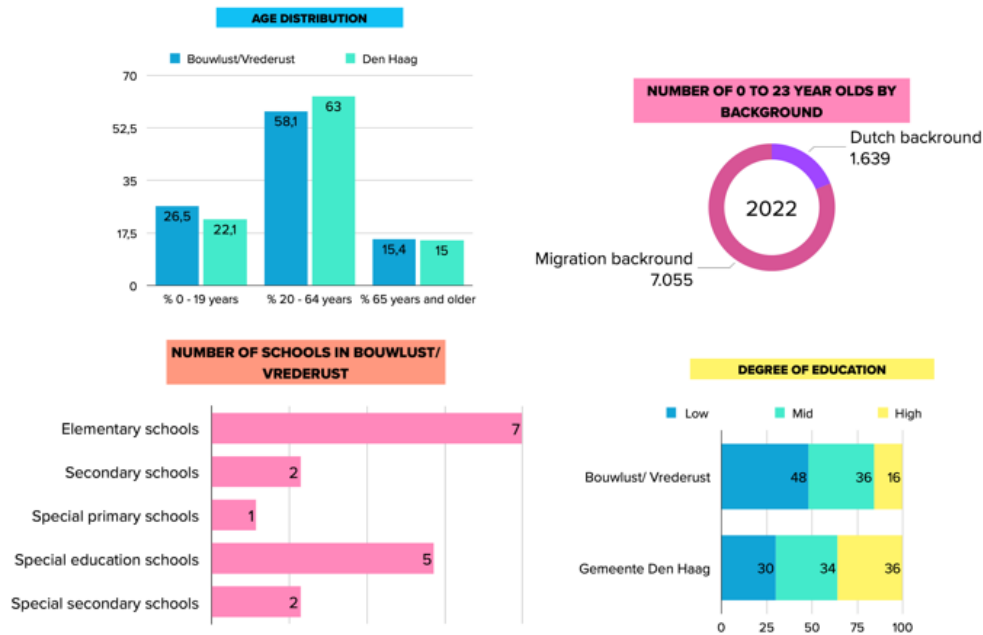


Figure 3: Education in Bouwlust (Den Haag in cijfers, 2022d)

Another problem, which may be related to the economic status and high percentage of highschool dropouts, is criminal activity (Den Haag in cijfers, 2022c; Posthumus et al., 2020). According to research by the CBS, youth above the age of seventeen, living in the area, are more likely to have suspects of high impact crimes in their social network (Posthumus et al., 2020). The societal problems in the neighbourhood (assistance, poverty and crime), as seen in figure 4, can be partially connected to effects on health, education and employment. Poorer neighbourhoods can negatively influence these aspects of one's life . The book *Urban Socio-Economic Segregation and Income Inequality A Global Perspective* explains how there are vicious circles of inequality and segregation that show how inequality is transmitted from one generation to the next (Van Ham et al., 2021). Younger generations in Bouwlust may experience this as well, since they experience the same problems as their parents.

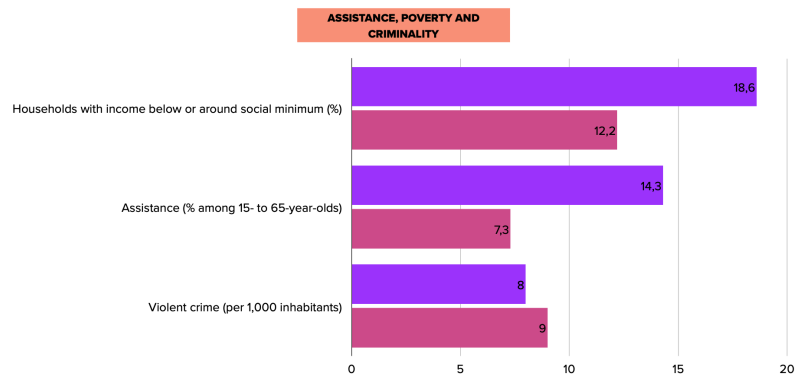


Figure 4: Assistance, poverty and crime in Bouwlust (Posthumus et al., 2020)

The social cohesion in the district is below the average in the Hague, it scores around a 5 while the average of The Hague is near a 5,5 (Gemeente Den Haag, 2020). This can possibly partially be explained by the diverse ethnicities of the inhabitants. 74,7% of the residents have a migration background which is 18% as high as the average in The Hague (Den Haag in cijfers, 2022a).

Main themes

With our context analysis, the interviews conducted in the previous weeks and the presentations by Nina Cranen and Ruben from Design Arbeid, we came up with 5 themes: participation, poverty, lack of engagement, (mental) health issues, and a language barrier.

Participation

A lack of a sense of community, and lower rates of social cohesion in the neighbourhood compared to the average of The Hague. This can partially be explained by the diversity of the neighbourhood and its residents. During a meeting with a resident it was mentioned that most residents keep their social contacts within their ‘own groups’. Residents also mentioned that there is no real meeting point. Edgar Pieterse described the relational model, which emphasises the need to engage with different perspectives and voices in the city, especially those who are marginalised or excluded from the decision-making process (Pieterse, 2008).

This, related to the other problems in the neighbourhood, shows the need for citizen-participation in Bouwlust.

Poverty

The context analysis showed how the residents in Bouwlust have a lower average degree of education than the average of The Hague. There is also a higher percentage of highschool dropouts. Both of these factors contribute to poverty in the neighbourhood.

Lack of engagement

The crime rate is higher in the region. More residents have suspects of high impact crimes in their social networks, the latter is especially the case among youth between the ages of seventeen and twenty two (Posthumus et al., 2020).

(mental) *Health* issues

From the context analysis we found that there are more mental and physical health issues in Bouwlust, compared to the rest of The Hague.

Language barrier

During conversations with residents concerns about communication difficulties between residents were voided. This was largely caused by language barriers, many residents speak different languages and do not speak Dutch.

Neighbourhood map

Below, in figure 5, you can see a map of the Zichten, which was made after the first site visit, with the first observations and impressions. Figure 6 shows the site and where we plan to locate the community garden.



Figure 5: First observations and impressions



Figure 6: Location for the community garden

Chapter 4 - Design Proposal

Design Proposal

Our design proposal consists of a green central space, a community centre and a community garden, which can be used for various initiatives and activities in the neighbourhood. We call it *'de Kring'*. To get to know all the neighbours around us well and make *'de Kring'* stand out in the neighbourhood, activities will be organised from young to old. The purpose of *'de Kring'* is a partnership of active residents, stakeholders, initiators, neighbourhood professionals and businesses. Anyone who wants to contribute to the neighbourhood is welcome. We want a circular and social crossroad in the neighbourhood, serving as a meeting point, green lab, placemaking spot and community centre. The goal is to make healthy food, sustainability, circular ideas, diversity, and inclusivity accessible, attractive, and achievable for and with the neighbourhood. Profits and revenues can be used for educational collaborations, neighbourhood projects and green initiatives. The stakeholders will be a part of the projects, but the community centre will be managed by neighbourhood residents in collaboration with stakeholders to improve democratisation in the neighbourhood. It is important that the community centre will serve as a safe space for children and adults.

We propose to facilitate a form of decision-making in a self-organising structure, through a central place with a board for multiple initiatives, which creates more structure for the municipality. You have a central place for multiple purposes that can be used, which means you do not have to knock on several doors every time something needs to be organised, or you do not have to constantly look for solutions when it comes to poverty, activities, social cohesion and mental health because those issues are tackled by the initiatives in *'de Kring'*.

'De Kring' makes a positive contribution to the identity and image of Zichten and promotes social cohesion and liveability of the neighbourhood. By 2040, the result should be that the residents of ZuidWest feel just as healthy, live just as long (healthy), have just as many chances of a good school education, feel just as safe, participate in the labour market just as much and live just as well as an average Hague resident (Den Haag, 2021). The Hague wants to work with residents, administrative partners, businesses and the government to achieve the objective of bringing ZuidWest up to The Hague average. Both for the short and long term. The alliances work together towards the goal of working on Zuidwest over the next 20 years to make it a neighbourhood where people have the same opportunities as other residents of The Hague. The alliances also involve residents and entrepreneurs in making

their plans as well as in their implementation. In this budget, the municipality has therefore made additional resources available for strengthening the direction of participation in physical-spatial projects. Every year, the district municipality subsidises around 1,000 initiatives. Various works in outdoor spaces are also paid from this budget. With the budget they encourage residents to come up with great ideas, projects and activities for their neighbourhood and living environment. These are activities in which the residents themselves have an active role. Such as neighbourhood activities to improve social cohesion, children's activities organised by residents themselves, cleaning activities, activities of residents' organisations, meeting activities to bring different residents' groups into contact with each other, meeting activities for the elderly, placing hanging baskets maintained by residents or entrepreneurs and much more. The district council helps them do this (Den Haag, 2021). This is all what *'de Kring'* is going to be about, one central place where all the activities can be done. Instead of subsidising various places, we are advocating for one place to make it all happen. The incentive of why people will come or contribute to *'de Kring'* is the central aspect. From interviews with residents, Ebru who came to Xarage, and Buurtkamer, we noticed that people want a meeting point, where they are able to go both alone and with their children. A lot of parents are not able to join an activity or community meeting without their children since they would need a babysitter. Inclusivity is an important matter here. Whenever there is an activity going on, like yoga for mothers, we want to use a separate space for an activity for children, like drawing, or watching movies. The fact that it is the same building will put parents in more comfort and increase participation. Buurtkamer explained that there are many children and too few opportunities. Therefore, both parents and children have to be taken into account. In figure 7 the timeline for *'De Kring'* is illustrated, showing the plans for the coming years, and when they will be realised.

| | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 |
|--|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Demolition | | | | | | | | | | | | | | | |
| Renovation of Ruimzicht | | | | | | | | | | | | | | | |
| Informing residents about project | | | | | | | | | | | | | | | |
| Organising the community board | | | | | | | | | | | | | | | |
| Placement of temporary community center | | | | | | | | | | | | | | | |
| Placement of temporary community garden | | | | | | | | | | | | | | | |
| Informing residents about activities | | | | | | | | | | | | | | | |
| Inquire with municipality about permanent location | | | | | | | | | | | | | | | |

Figure 7: Timeline for the development of *'De Kring'*



Figure 8: Example: Movie night for children while parents have an activity or community meeting (LolaBuitenpost, n.d.).

Kitchen Cafe

The design proposal consists of a kitchen-cafe with a sustainable and social character and a creative environment from furniture to vegetables, gardening with pupils, playing games, item swap days, art exhibitions, pub quizzes, local beers and drinks, and gardeners' days. The kitchen-cafe is a commercial element of 'de Kring' and is open for new residents who want to take on this job. A good idea might be to relocate the Buurtkeuken in 'de Kring', since they are already trying to make good food accessible in the neighbourhood. This place will also serve as the meeting point the residents are missing out on in the area. The incentive will be the commercial aspect, that whoever runs the cafe, is an employee and has a paid job. Furthermore, there are little spots available to get together, therefore, by making it vibrant and colourful like the best practice beneath, we intend to attract residents.



Figure 9: The outside space of Lola Buitenpost (LolaBuitenpost, n.d.)

Green Lab

The design of the Green Lab is experimental with a dual purpose. On the one hand, we want to give residents, from young to old, a low-threshold "taste" of the possibilities of urban agriculture. On the signs in the garden you can read about the vegetables and plants, why some vegetables are combined and find other green information. On the other hand, the experimental garden is valuable for the kitchen cafe: products will be processed from the garden so you can taste how vegetables can be processed. Thus, the short chain becomes tangible and visible. Garden maintenance will be done by residents. Under the guidance of the garden coach of the kitchen cafe, volunteers (children or teenagers) or employees of the Green Lab can help experiment, sow and harvest. Children can spend more time in the Green Lab, which will also make sure that they have more activities to do during holidays or free time.

Activities. Best practice: Buurtkamer and Lola Buitenpost

Najat from Buurtkamer explained that a lot of people want to organise and join activities. They are struggling with the limited space available. Think of activities such as knitting, creativity club, drawing, and language classes. The importance is that residents give input in what they want for activities. Next to that, the stakeholders, especially Toon and DesignArbeid are important in taking the lead in organising and promoting arty and crafty activities.

The neighbourhood is very diverse. However, Dutch is still the language that connects all of them. Instead of specific Dutch classes, we want to promote conversation classes, in which you practise with cases such as 'periodical teacher student meetings at school' in which residents will learn how to speak to the teacher of their child. Or 'neighbour conversations' in which people can practise small talk with their neighbours. This can be done during activities organised by the stakeholders, or by people who would like to volunteer to teach people these classes. Buurtkamer is already doing this on a voluntary basis, we expect the same turn-out.

Management board

The input of local residents and future residents is seen as increasingly important in neighbourhood developments. Spurred on by political forms of participation, such as active citizenship and referendums, the importance of cooperation with citizens in neighbourhood

developments is becoming increasingly widespread. Moreover, in recent years, residents and parties such as the municipality and housing corporations have become more aware of the value that participation can have. When people participate in the process, they often become carriers of the plans and are your ambassadors. Social cohesion in the new neighbourhood is also enhanced by a good flow of local residents. That is something a co-creation process can encourage. The idea is that a central board will listen to the input of the residents and will discuss what is wanted and needed for Zichten.

Stakeholder analysis

In this section two stakeholder analyses will be carried out. The first one includes all stakeholders, and their interests and power in the redevelopment of the neighbourhood (Figure 10). The second stakeholder analysis focuses on the potential interest and power of actors in the design proposal (Figure 11). The stakeholders include: Staedion, the municipality of The Hague, Heijmans, Tu-Delft, Toon, “new” entrepreneurs, the community mother, local residents, Sabra, the owner of the Turkish beauty salon and DesignArbeid. In each stakeholder matrix, only actors involved are included.

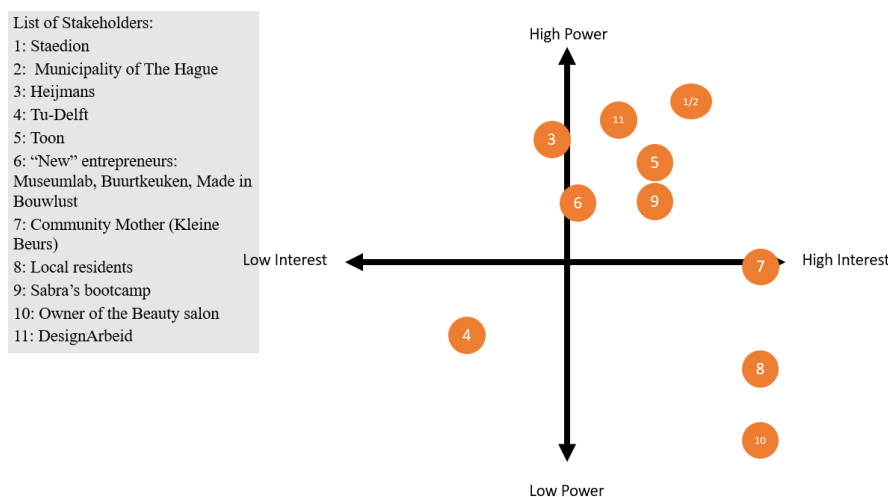


Figure 10: Stakeholder matrix based on interest / power in redevelopment of Bouwlust

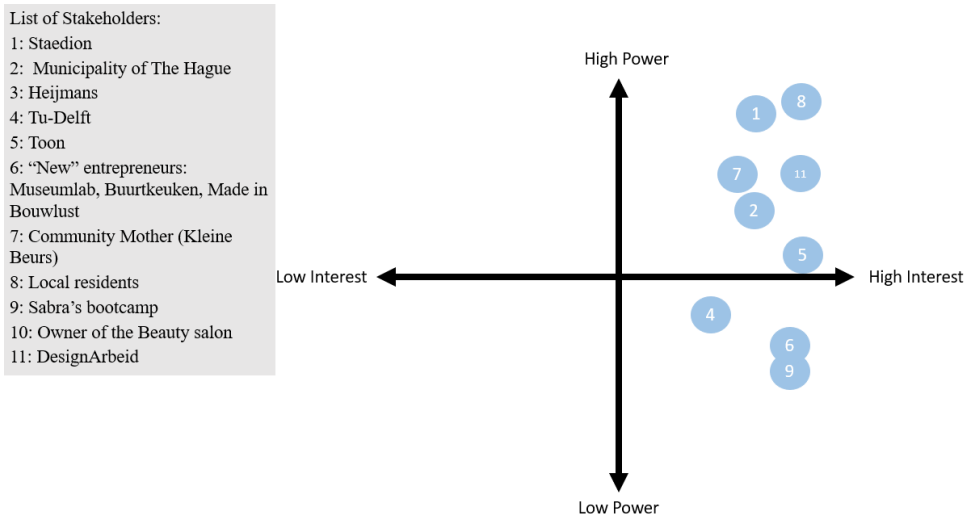


Figure 11: Stakeholder matrix based on interest / power in the design proposal

1. *Staedion*

Staedion is a housing association and initiated the idea of redeveloping the Zichten, Gaarden and Dreven. In the overall project (Figure 10), together with the municipality of The Hague, Staedion has the most power. However, they have less interest than the local residents, as Staedion attaches less emotion to the neighbourhood than the people living there. In the design proposal (Figure 11), Staedion will own the communal building and the community garden, so they'll have a lot of power. They will have to invest in it, so they'll have some more interest in our design proposal than in the overall redevelopment of the area.

2. *The municipality of The Hague*

The municipality of The Hague has about as much interest and power as Staedion in the redevelopment of Bouwlust. It is expected that the municipality has more interest in the design proposal, as the municipality focuses on resident participation and the community centre and community garden will have a positive effect on the amount of social encounters and social cohesion in the neighbourhood. However, "de Kring" will be located on ground owned by Staedion, so the municipality will have a little less power.

3. Heijmans

There is a cooperation agreement between Staedion, the municipality of The Hague, and Heijmans. Staedion has selected Heijmans Vastgoed as its exclusive partner in the area development. Heijmans will develop the homes intended for Staedion's portfolio (3,000 to 3,500 homes) and will develop and realise the market homes for its own account and risk (1,500 to 2,000 homes) (*Heijmans en Staedion tekenen voor gebiedsontwikkeling Haagse wijken*, 2021). Heijmans has less power than Staedion and the municipality on the redevelopment, but they do have quite a lot of interest as well, as their money is involved. Heijmans is not included in the stakeholder matrix of the design proposal (Figure 11), as Heijmans might not even be a stakeholder, as, when needed, any project developer could be hired. Any project developer would have very little power and interest in the design proposal compared to the other stakeholders.

4. Tu-Delft

The TU-Delft works with the municipality and Staedion as an external party. The students conducted research on the neighbourhood, and made a design that combines practical ideas and a more process-oriented approach. The students have very little power and interest in the redevelopment of Bouwlust, as they are only a third party. However, because they do create the design proposal, they do have indirect power. The interest in the proposal is not as much as residents, as the students hardly attach any emotional value to the project, but they still have quite some interest as the project is part of their education.

5. Toon

Toon is a working place for participatory art. They are a cultural plinth located on De Zicht in the neighbourhood. Since Toon focuses on collaborative art, they have high interest in the redevelopment of Bouwlust, as well as interest in the design proposal. They have quite some power in the redevelopment of the neighbourhood, though they have less than DesignArbeid,

as DesignArbeid set up Toon. In the new proposed project, Toon will have a high power, they are already in touch with the community, and they could use the community centre for art projects. Toon will be one of the key actors, who can organise the activities in and around the centre.

6. “New” entrepreneurs (Museumlab, Buurtkeuken, and Made in Bouwlust):

Other actors included in the cultural plinth created by DesignArbeid are: Museumlab, Buurtkeuken, and Made in Bouwlust. These function as a new infrastructure and space for activities. They have less power and interest in the redevelopment of the neighbourhood, than they do in the design proposal (see figures 10 and 11). The reason being that the design proposal fits more into their purpose of cooperation with the community, and their use of the space. For instance, and more specifically, the Buurtkeuken is a participation restaurant that can be connected to the community vegetable garden, and used for cooking meals and eating together. This gives these new entrepreneurs more power and interest in the proposed design.

7. Community Mother - secondhand store ‘Kleine Beurs’



Figure 12: The owner of the secondhand store ‘Kleine Beurs’ on the right (Staedion, 2023)

The secondhand store ‘Kleine Beurs’ is the meeting point of the area, and the owner knows everyone (see figure 12). After the interview with the owner of the secondhand store, it

became clear that she spoke for the entire community, therefore, she will be referred to as community mother in the rest of this report. When it comes to her power, she has more power in the redevelopment of the neighbourhood than other local residents, mainly because of her direct communication style, and her fluency in the Dutch language. Furthermore, according to her, she is willing to argue and debate with the municipality for her own interests. Despite the fact that the community mother does not live in this neighbourhood, she does represent the interests of all the residents, giving her a high interest in the redevelopment, and the possibility to act as an ambassador.

In the design proposal (figure 11), the community mother has more power than she has in the general development of the neighbourhood. As a community mother her power lies in the ability to mobilise and motivate local residents of this neighbourhood to participate in this project, and act as an ambassador. Furthermore, her interest in this project compared to the redevelopment of the neighbourhood has decreased. She might be interested in the project, as she has heart for the neighbourhood, and wants what is best for the residents. However, she is not a resident of the neighbourhood herself, and the project does not affect her store.

8. Local residents

In the redevelopment of the neighbourhood, the local residents have little to no power at all. There are participatory activities, asking the residents for input, however, it is not clear if this input is taken into account. Their interest is very high, as they are residents of the neighbourhood. They are often unsure about their future, making them emotionally involved as well. In the design proposal (figure 11), the stakeholders with the most power are the local residents of this neighbourhood. They have the highest interest in this project, and as it concerns them, they are given the power. The project involves a management board, made up

of residents, that will focus on the functioning of the community space. This management board can be supported by the municipality, DesignArbeid, and the various ambassadors.

9. Sabra's bootcamp

Sabra is a personal trainer that aims to help people better their mental health. Her power in the redevelopment of the neighbourhood is average, as she was put in the cultural plinth by Staedion, who provided temporary spaces for, what they call 'stadsmakers'. However, she does not have a say in the redevelopment of the neighbourhood, and temporarily takes up the space. Her interest, however, is higher in figure 11, as she is in touch with the local residents and community. In figure 11, the stakeholder matrix for our design proposal, her power decreased, as it is not a project carried out by Staedion, but by local residents. Nevertheless, she could potentially act as an ambassador for 'De Kring', encouraging residents to go there and participate.

10. Beauty salon owner

At the bottom right of figure 11, the owner of the beauty salon is shown, with low power, but very high interest. Her power is lower than the power of other local residents and the community mother, as she is not fluent in the Dutch language, and less direct in her style of communication. This makes it more difficult to voice her interests and stand up for her rights, giving her less power. However, this does not mean that her interests are low. She has been in the neighbourhood for over 15 years. In the stakeholder matrix of figure 11, the beauty salon owner is not included, as she has to leave the neighbourhood, and her salon will close. Moreover, in the conversation with her she clearly indicated that she is not interested in any projects, as she has to leave the neighbourhood.

11. DesignArbeid

DesignArbeid was commissioned by Staedion to act as a connector and a curator in the redevelopment of the neighbourhood, giving them a lot of power in that stakeholder matrix.

However, their interests are not as high as for instance local residents', as they do not live in the area. In figure 11, DesignArbeid has less power, but more interest. For the reason that this project follows their purpose of creating connection in the neighbourhood, however, their power has decreased as the proposed design gives full power to residents, and DesignArbeid will mainly function as a facilitator.

Theory of Change

The theory of change approach will elaborate on the design proposal, and its desired outcomes.

Context

When it comes to the current situation, multiple problems arise. First, the houses in the neighbourhood are of low quality and in need of renovation, according to the information received from Nina Cranen's presentation and the interviews. Second, there is a lower average income in this neighbourhood than in the rest of The Hague, with high unemployment (Den Haag in cijfers, 2022e). Third, the physical and mental health of residents is not as good as in other areas in The Hague. A high percentage of residents is overweight, and the neighbourhood has high numbers for anxiety, depression, and loneliness (Den Haag in cijfers, 2022b; Gemeente Den Haag, 2020). Fourth, there is a higher percentage of residents between zero and thirty than in other areas in The Hague. This comes with a high percentage of highschool dropouts, and criminal activity (Den Haag in cijfers, 2022d; Posthumus et al., 2020).

The desired vision for the neighbourhood and the spatial development strategy is based on participation of residents, and proposals by stakeholders and other interested parties (*Gemeente Den Haag, 2022c*). This resulted in a wish for more different types of housing, new types of residents, more places for interaction, while retaining the green character of the

area. Furthermore, the previously mentioned problems should be tackled (Gemeente Den Haag, 2022c). The stakeholders involved are shown in the stakeholder matrices in figures 10 and 11, and were discussed in detail in the previous section.

Efficiency

For this project there is no proposed budget. Therefore, for the investment section, multiple actors are proposed that could invest in the project. The potential actors are; Staedion, the municipality of The Hague, and Heijmans. Staedion will be the most important actor to convince investors to invest, as the community centre and garden will be located on municipal grounds. Another important investor is Toon. This actor can invest both time, expertise, and activities. The investment will mainly consist of organising activities, supporting the management board, and interacting with resident ambassadors in the neighbourhood to ensure participation of other local residents.

The activities in the proposed design are aimed at tackling the problems in the neighbourhood, and related to the five main themes and outputs: (1) participation, (2) poverty, (3) lack of engagement, (4) health, (5) and the language barrier. Participation (1) will be achieved as the community centre will act as a safe space for people to come together and interact. A management board of local residents will mainly run this community centre. The community space will aid the people that live in poverty (2), by providing easily accessible, healthy food and activities for residents with a low average income. Moreover, there will be a mini foodbank, a cabinet filled with canned food and period products, accessible for free. As an incentive to work in the gardens, there will be a possibility to earn 'coins', these can be used in the cafe to buy coffee, tea, or other products (see figure 14). The lack of engagement (3), stemming from, mainly for young residents' boredom, will be transformed with the activities organised in the community centre. Important here, as

indicated by a local resident, is that there should be activities for all age groups. As the community centre will come with a garden, an improvement for health can be assumed (4). Both mental and physical health can be improved through gardening. It will promote healthy eating, and will make this easily accessible. Moreover, fitness activities and art classes will be organised, in cooperation with local stakeholders such as Toon. The community centre will help decrease the language barrier (5) experienced in the neighbourhood by providing free language courses, taught and followed by local residents.

The assumptions underlying these outcomes are based on research and other examples of these types of community centres. Research conducted by Schmutz et al. (2014) shows several benefits for both mental and physical health that come with community gardening. The physical health benefits of community gardening are: a decrease in the risk of obesity, an increase in consumption of healthy food, and a decrease in physical pain that comes with certain diseases or rehabilitations. Furthermore, the mental health benefits of community gardening are: an increase in community and social cohesion, a decrease in stress and depression rates, a decrease in medication dependence, and an improvement of social skills (Schmutz et al., 2014). An example of a best practice is Lola Buitenpost. This is a circular restaurant, garden, and neighbourhood living room located in Bijlmer, Amsterdam (Elixer, n.d.). It is a social meeting point for people in the neighbourhood. The profit made here is used for educational partnerships, neighbourhood projects, and green initiatives. It started out as a temporary project in Bijlmer, but is now, in cooperation with the municipality of Amsterdam, trying to find a permanent spot in the neighbourhood. The garden in Lola Buitenpost is aimed at educating neighbourhoods about urban gardening, and the harvest is used in the Elixer restaurant (see figure 13). Furthermore, the coin system previously mentioned, is inspired by Elixer's trade coins (see figure 14). Lola Buitenpost has proven to

be successful in the neighbourhood, which is emphasised by the fact that the municipality decided to provide them with a permanent spot in the neighbourhood (Elixer, n.d.).



Figure 13: Lola Buurtbroedplaats garden (Elixer, n.d.)



Figure 14: Elixer's trade coins (Elixer, n.d.)

Effectiveness

This proposal aims to achieve the following outcomes. In the intermediate term, it hopes to provide the current, and changing, group of residents a safe space to come together and achieve a sense of community and understanding for the project. In the long term this project will tackle the previously mentioned issues, and increase the attractiveness of the

neighbourhood. Internal actors that might influence this process and its outcomes are mainly the residents, the municipality of The Hague, Toon, and Staedion. Their perception of the design, and their participation in activities determines whether or not certain outcomes will be achieved. However, these actors can hamper the outcomes of the proposal as well. If Staedion does not deem it successful, or does not provide a permanent space in the long term, all outcomes will be lost. This makes Staedion an important actor in this process. External actors that might influence this process are residents from different neighbourhoods, and entrepreneurs from outside the neighbourhood. The residents from other neighbourhoods might come to the community centre as well, and participate in the activities. The entrepreneurs might want to invest in this project, which could help achieve the outcomes.

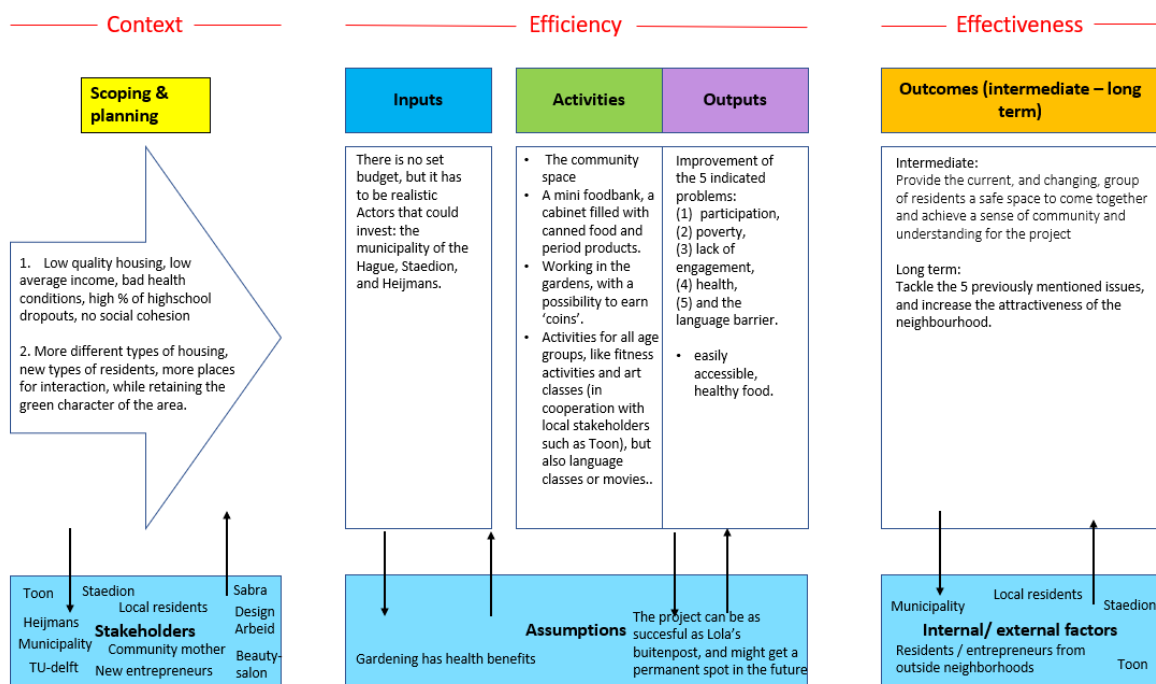


Figure 15: Visualised theory of change approach

Looking at figure 15, the main question that remains is, how do the inputs lead to the outputs, which in turn will result in the desired outcomes? The main input into this project is the investment by the municipality, by providing a budget and a location. Moreover, the investment of time by Toon is another input into this project. This will mainly consist of

organising activities, supporting the management board, and interacting with resident ambassadors in the neighbourhood to ensure participation of other local residents. The activities that will result from this input, is the creation of a community space and community garden. Furthermore, activities for all age groups and genders will be organised in the community centre, and the possibility to work in the garden together with other residents. The outputs that result from these activities are as follows. The activities in the community centre will give residents a purpose during the day, and interaction with their neighbours. Gardening will increase the time spent outside, and fresh food will be grown and harvested. The outcomes that result from this are less boredom among the residents, easy access to healthy food, and an improvement of both mental and physical health. With the outcomes, we hope to contribute to the resolution of the 5 main themes.

CH5 - Reflection

In this chapter we will reflect on the process of writing this design proposal. During the assignment, we learned a lot about working together as a group, and especially about conducting fieldwork in a hands-on approach. The Design Game approach allowed us to move outside of the research and theoretical aspects, and see the real life aspect of it. It became clear to us how people are actually living in these situations, and made us reflect on our position in this assignment while interacting with the residents.

Our most important takeaways are to always be reflective of our position in the field while conducting fieldwork. Furthermore, we learned to interact with stakeholders and residents in a respectful way, while conducting research. Fascinating was that we worked with real life experiences of people, which is different from our previous academic experiences. Therefore, this was a valuable lesson for our future, possibly academic, careers. It was specifically interesting that there were so many different social, and ethnic groups, which made it harder to reach everyone. This required us to talk to different local residents, and ask them what would be the best way to approach everyone, which turned out to be a mouth-to-mouth promotion and not working with folders or flyers. This taught us the importance of going to social gatherings and listening to the input of residents.

We enjoyed the interdisciplinary approach of this assignment. The mixed academic backgrounds in our group really showcased the specialities of the different master programs. We were able to divide the work based on that, making sure everyone could show their abilities and talents in the assignment. Furthermore, the stakeholders all had different backgrounds, interacting with them gave us insight into the workfield.

Next time, we would plan the interactions with local residents in a more structured way, and take our time. Since we are less experienced with fieldwork and interactions on the street, it would have been better to prepare this in a more structured way. Moreover, an

improvement would have been to record the interactions, when allowed. We made notes during and after the interviews, but recordings would have been more detailed. Nevertheless, we had very meaningful interactions with residents and stakeholders, which provided us with the answers needed for the design proposal and the writing process went smoothly.

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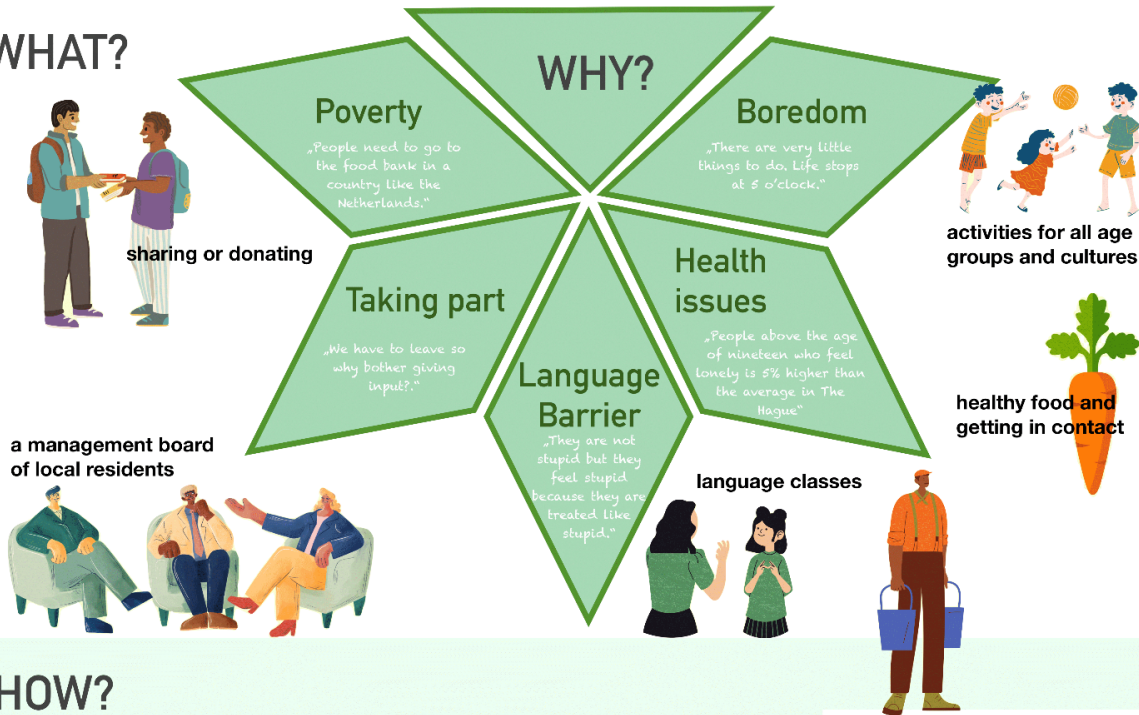
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Appendix 1: Poster



WHAT?



HOW?

„De Kring‘ is a green central space which can be used for various initiatives and activities in the neighbourhood. Sited on an empty plot between ‚Het Zicht‘ and ‚Ruimzicht‘, the garden provides a green social space in the heart of de Zicht while long-term plans for the site are drawn up.

The idea is to provide a place, limiting our remit to the design and installation of essential infra-structure so that space is left for others to have creative input. To deal with the temporality of the design, everything that is created must be easy to move within few days to a new area. Sheds can be built collaboratively on wooden pallets, shipping containers are provided to have a small workshop- and makerspace, there is place for a small, moveable cafe.



We want a partnership of active residents, organisations, initiators, neighbourhood professionals and businesses. Anyone who wants to contribute to the neighbourhood is welcome.

We are dreaming of a kitchen-cafe with a sustainable and social character and a creative environment to have everything from building furniture to growing vegetables, gardening with pupils, playing games, item swap days, art exhibitions, pub quizzes, local beers and drinks, and gardeners' days.

