



## *Property Owner BID Sofielund – a long term process*

Summary: In Malmö the urban tool BID (Business improvement district) has for some years been tested in the socio-economic weak area Sofielund to plan and develop the area to be livable, attractive, safe and secure areas, green and create green growth. In Sofielund we are bound to work with the UN:s 17 sustainability targets.

Sofielund in Malmö is one of BIDs in Sweden and the first district in Malmö where we are using this tool in urban planning. The area is very central in Malmö with a huge potential to be developed to a very popular and attractive area. To be able to succeed the many real estate owners, the cities and companies based in the area need to cooperate and involve the citizens.

### History and today:

It all started with the area development program initiated in 2010 by Malmö City where we identified five priority areas. One of them was South part of Sofielund also called Seved. The five area programs in Malmö was allocated five million Swedish crowns in funding each year over a five-year period. From the politicians it was defined as problem areas and to improve the socio-economic conditions of public safety and employment opportunities for those areas with the lowest social welfare.

The Commission for a Socially Sustainable Malmö was established in 2011 where practitioners and researchers from university together formed recommended solutions for what could be done to reduce health disparities and how in Malmö.

With the conversation about social sustainability the discussion about starting a BID in Sofielund took part. Bid stands for Business Development Areas

In spring 2011, a review was initiated to raise housing standards and influence for residents in the area of South Sofielund/Seved. The work began with a comprehensive analysis of property owners in the sub area. A number of slums were captured and media followed the process. In the area with 2 400 households we found 59 different property owners. The Tenant Association established its lawyers and a joint office built to emphasize the possibility for residents to receive support. In a unique collaborative project, in a very short period, we managed to get rid of lousy property management and involve more players. In parallel, cooperation with the police, urban construction office, environmental management and property owners increased to increase security and develop the serious property management.

In this, the idea of creating intentions with the business community was born to participate in the area's refurbishment. The National Board of Housing and Planning showed great interest and granted funding for a pilot study. At the same time, Property Owners Syd also showed interest in a project (initially called BID Seved). The idea fell well and in 2013-2014

this was scaled up to all Sofielund (southern, northern, Annelund, Lönngården and industrial area) and Property Owners Sofielund was formed in September 2014. In the area we have about 8 500 households, 160 property owners in the area, 150 different NGO:s 40 housing associations, two villa communities and over 1 000 businesses.

Over 30% of BID Sofielund's inhabitants are foreign born, and the area has a younger population than the whole of Sweden on. The area was also defined as having relatively low income and employment rates and a high occupancy turnover rate, around 25 %. The BID process hopes to lower the rate to contribute to a greater sense of identity and responsibility among residents.

The activities are inspired by BID's Business Improvement Districts, a tool for urban development in many countries and in Malmö. In Malmö's model, it also stands for Accommodation, Integration and Dialogue. The association is a partnership between property owners, companies, housing associations, city councils, associations and in close cooperation with Malmö city, which stands for development managers of the process. In the BID process, a letter of intent has been signed between the city, E.ON, VA SYD and Property Owners Sofielund to break with the UN's 17 sustainability goals for the local work in Sofielund.

The association Property Owner Sofielund currently has more than 40 members and is open to anyone who owns real estate in the area. Both rented houses, premises and tenant-owner associations but also villa associations, companies and businesses are members.

Members of the association pay a membership fee and a service fee. Property Owner Sofielund has a 14-member Board of Directors that are often managers of their respective companies, the villa communities and housing associations and elected from the members. A group of adjunct board members consisting of representatives from Malmö Stad departments including the Police, Environmental Department, Streets and Parks, City Planning and others sit in on board meetings depending on the agenda.

Property owner Sofielund works to increase the well-being, security and cohesion of Sofielund. One wants to increase the attractiveness, investment level and contribute to new business startups. The association's work will also help reduce costs for members, increase responsibility, reduce the relocation of residents and stimulate increased new production of housing. One of the goals is that the area should be characterized by a serious property management. The association has selected seven focus areas that are particularly important for the development of Sofielund:

- Safe and safe
- Nice and clean
- Traffic and accessibility
- Urban environment work
- Sustainable development - ecological, social and cultural
- Member benefits
- Communication

Today there is a strong political support for the work and the whole Sofielund is seen as an innovation area, "test bed" for various efforts.

As early as 2014, two areas of action could be clearly identified. This was done by a research group from the Criminologist at Malmö University, which, through surveys and interviews with businesses and housing, highlighted two important issues; to create a safe and clean area. So already at the start, the BID process could focus on intensive work to reduce insecurity in cooperation with the police and in collaboration with property owners / Enterprise and the city's municipal job effort "Jobs Malmö" create a Sofielund squat with the task of cleaning and keeping clean and tidy in Sofielund.

The research group from the Criminologist has continued research assignments, including studying effects of camera surveillance. A further two research groups are attached to the BID process; one from Real Estate Science to follow the work of BID as well as from Occupational and Environmental Medicine to study the efforts made to reduce traffic and how this affects public health.

One of the most successful work we started is a cleaning patrol with 10-15 employed citizen, who is far from getting job in the ordinary labor market. We knew from question surveys that citizen in this area want a clean area which has a big effect in creating security in Sofielund. This work combined with safety walks and a very close work with the police have made a huge effect. From being an area with around 50 criminal individuals, burning cars, threats, big coat access we are now working to solve problems linked to only a handful criminal young men. Most interesting is that we have no regrowth of criminal elements in the area.

Security is in focus and changed to concepts of well-being and then also linked to keeping clean and tidy in the area. Positive signals show that work has had an effect, the experience of insecurity is decreasing, and the area has been lifted by today's one of the cleanest areas in the city. The patrol created in Sofielund has now been switched to five further areas of the city. A major focus is on the traffic situation in the area where the BID work will focus on living with neighborhood residents in Sofielund.

The collaboration is clear between the BID process and the development, with focus on creating an attractive station environment when Rosengårds station is opened in December 2018. In addition, a destination analysis is linked around the new Rosengård station, a mapping of the entire Sofielund "Area atlas" showing all 1,000 activities in the area and finally the start of Sofielunds Development Ltd to find funding and support for value creation activities in the area. The business is supporting Property Owner BID Sofielund in the process of making an area where comfort are a keyword.

Important conversations now are how development should take place, who owns the process, how do we keep all value creation and how do we ensure that the goal of creating a pleasant area is happening? How does Agenda 2030 work with this and how can we measure the effects of it? How can we support the local entrepreneurs and create forum for different groups, for ex female entrepreneurs in the area? How can BID become a Swedish model in urban development?