



Design Concept – Rotterdam

version 2.0

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1.0 Background

ORGANISED CRIME¹

The huge business park in Rotterdam, the Spaanse polder, which is home to 1800 businesses with 24,000 employees, was neglected by the authorities over a long period of time. As a result, the Spaanse polder became a breeding ground for subversive organised crime. The first steps in restoring order and reshaping the landscape have been underway since 2014 (Holsteiner project). A process of exchange and working with local stakeholders has been initiated and will continue in the next few years.

From the City's perspective, the Holsteiner project has been fruitful to a large extent. In 2019 the police carried out an analysis of key suspects in the Spaanse Polder and had a total of 61 persons of interest on their list, in 2022 a reassessment showed an overall reduction of key suspects: 32 are now on the list.

There is, however, still work to be done in order to tackle subversive organised crime in the Spaanse Polder. The challenge is to not only utilise an integrated approach to minimise opportunities for subversive crime, but to also promote a more collaborative approach within the business park — a task even more challenging as there are barely any residents living in the area.

2.0 Problem Statements

The problems facing the Spaanse Polder are complex, and research identified four separate but overlapping problems statements:

1. **In what ways might we...** ensure that business owners have a sense of responsibility for the safety and security of the Spaanse Polder?
2. **In what ways might we...** share information in a more proactive and effective way between professional stakeholders and business representatives in the Spaanse Polder?
3. **In what ways might we...** better provide feedback on actions taken to address reported issues / problems to the business / stakeholder reporting it?
4. **In what ways might we...** address the bottleneck in (and lack of) feedback to businesses / citizens from the city/police?

¹ Information on this section for each local workshop is based on information provided by IcARUS' Deliverable D2.3 "Report describing the results from the workshop for assessing requirements"

A number of design requirements and constraints pertaining to the above *problem statements* were derived from: (i) analysis of the results of the Rotterdam Local Workshop, conducted on 25 May 2022; and (ii) the results of Supplementary Research conducted by the University of Salford in the Spaanse Polder in October 2022.

3.0 Proposed Design concept

3.1 Concept name



N.B. Name is unconfirmed

3.2 Overview

A new, more inclusive, forum event held at regular intervals over the year (Spring; Summer; Autumn; Winter) that actively engages a much wider cross-section of Spaanse Polder users — and has the potential to connect with all users of the area.

3.3 Target group(s)

All 24.000 people that work (and live) in the Spaanse Polder. This includes:

- Business owners and employees
 - Manufacturing (factories such as coffee pods, spices etc / building supplies)
 - Garages / cars (scrap metal merchants; car repair garages)
 - Storage facilities
 - Fresh produce wholesalers (fruit / meat)
- Other stakeholders
 - Local police
 - National Police
 - BOAs
 - Representative of the City of Rotterdam
 - *City of Rotterdam Safety Directive Key Contact*
 - *Spaanse Polder regeneration office (Wout Gelderloos)*
 - *City of Rotterdam maintenance team?*

3.4 How it works

- A physical event ('gathering') in a location in the Spaanse Polder

- *Spaanse Polder Café* gatherings held four times a year (every three months) — Voorjaarsbijeenkomst; Zomerbijeenkomst; Herfstbijeenkomst; Winterbijeenkomst
- *Spaanse Polder Café* gatherings might be held at different times (e.g. breakfast; lunchtime) and are focused on getting as wide an attendance as possible, especially from the working population who normally do not engage in such events in the area (i.e. not just the business owners / entrepreneurs) — 100-200 participants
- *Spaanse Polder Café* gatherings might move to different locations around the Spaanse Polder, to maximise engagement with different businesses and users of the Spaanse Polder
- Some of the different larger businesses may offer to host a *Spaanse Polder Café* (in their canteen, showroom or other suitable space)
- *Spaanse Polder Café* structure is designed to enable different levels of engagement by individuals, and to increase this engagement over time — from individuals' initial contact, out of curiosity, to their active engagement (e.g. sharing of intelligence; engaging in action; etc.)
- Provides an opportunity to share informational material on relevant subjects, via presentations or exhibitions / displays. For example:
 - Feedback on recent actions taken as a result of intelligence received
 - Emerging organised crime methods
 - Guidance on what or who to look out for (e.g. "Have you seen these persons / noticed this activity?")
 - Case examples of positive outcomes / "success stories" resulting from public engagement in policing
- Ideally, the *Spaanse Polder Café* needs to have an engaging coordinator / 'figurehead'
 - We suggest a member of the central Rotterdam municipality, to visibly demonstrate the municipality's interest and commitment to the area (something that, according to Icarus research, users currently doubt)
- Multiple "*reporting*" boxes should be provided to allow anonymous commenting / reporting of incidents and issues
- Mechanisms for encouraging action / engagement *after* each *Spaanse Polder Café* gathering to be put in place
 - For example, an engaging dedicated *Spaanse Polder Café* web page with summary of outcomes / results from the last gathering
 - Email newsletter
 - Promotional flyer advertising the next *Spaanse Polder Café* gathering

Notes

- Possibly invite / include local Alderman in the *Spaanse Polder Café* gatherings
- Check dates of *Spaanse Polder Café* gatherings do not clash with (school) holidays and football games

Spaanse Polder Cafe agenda / structure – Example

The event is split into two parts:

Part 1: World Cafe style gathering — open to all. Includes drinks and food

Table-based discussions (with free coffee and breakfast nibble)

- Warm welcome by facilitator
- World Café style set up, informal talks at round tables over coffee & pastry/lunch
 - Each table asked to discuss specific prepared questions
 - *Three rounds of discussions*
 - *Approximately 20 minutes each*
 - *Participants encouraged to write / draw / doodle key ideas on their tablecloths — or on large ‘placemats’ in the centre of their tables*
- Short break (in which some attendees may choose to leave)

Part 2: Spaanse Polder Cafe Meeting (*fewer attendees*)

Feedback on action in the area; presentations (e.g. invited speaker)

- Provide feedback on actions taken in the area in response to reporting or discussions at previous Polder Café gatherings
 - *Examples of actions taken by authorities*
- Presentation by one of the stakeholders
 - *Focused on safety, organised crime, or related issues / problems*
- Opportunity for rotating presentation and discussions by different stakeholders (e.g. municipality; police; BOA; etc)
 - *Topics such as maintenance, transport, planning, sustainability etc.*

Note: An un surveilled suggestion box will be provided for anonymous reporting.

3.5 Design delivery

- Budget / funding
 - Until 2026 there is the city marine’s budget. The idea is to cancel the business dinner and use the funds for 4 meetings in order to involve more people.
 - May benefit from sponsorship

4.0 Meeting the stated design requirements

User engagement

1. A two pronged communication campaign will attempt to reach all people working in the Spaanse Polder

2. The Spaanse Polder Cafe is designed to facilitate two way information flow between all stakeholders
3. The presentation of exhibition of pertinent information regarding the problems in the Spaanse Polder will allow it to be shared at the Spaanse Polder Cafe, and in part perhaps also via other channels.

Function

4. The two way communication flow will allow for reporting and feedback.
5. The presentation of exhibition of pertinent information regarding the problems in the Spaanse Polder will allow citizens to learn how to recognise and report signs of organised crime, and how these are responded to
6. The presentation of exhibition of pertinent information regarding the problems in the Spaanse Polder will better inform citizens and businesses of safety and security in the area

Motivation for active citizenship

7. The presentation of the exhibition of “success stories” and the state of safety and security in the area, and the fact feedback is given in return will encourage business owners and employees to be civic minded and report suspicious behaviour in the Spaanse Polder.
8. A targeted communication campaign, branding, a shared vision and goal, and the practical benefits of attending the Spaanse Polder Cafe should motivate users

5.0 Design Goals

- To engage as many of the 24,000 people that work in the Spaanse Polder as possible
 - Fostering a sense of belonging and shared responsibility for safety and security in the area
- To strengthen collaborative working between businesses, their workers, the local police, the BOAs, the municipality and other stakeholders
 - Stimulating, facilitating and simplifying the sharing of information between citizens, police and central decision-makers
 - Increasing proactive intelligence exchange between professional stakeholders, business representatives and their workers
- To support citizens in recognising and reporting indicators of organised crime
- To support improved provision of feedback to businesses and citizens regarding actions taken to address reported issues / problems
 - Satisfying the desire of businesses / citizens to be better informed of safety and security in the area
- To act as a 'magnet', motivating users and drawing them towards desired collaborative behaviours.

6.0 Tool components

To be designed, prototype tested and produced.

1. *Spaanse Polder Café* branding and branding guidelines

2. Marketing and communications campaign

- To be run before initial gathering and between gatherings
- Promotion of upcoming Spaanse Polder Café gathering
 - Physical printed flyer / poster
- Format for feeding back results of previous gathering to all in Spaanse Polder
 - *Web page content*
 - *Web content management and update schedule*

3. Specification for *Spaanse Polder Café* gatherings

- Person specification for main role(s)
- Requirements for *Spaanse Polder Café* gatherings
 - *Venue requirements (capacity; facilities; etc.)*
 - *Equipment / furniture requirements*
 - *Event set-up specification*

4. Guidance / handbook on running a *Spaanse Polder Café* gathering

- Example event programme, including:
 - *Part one – using 'world café' style for discussion and feedback*
 - *Part two – feedback from key stakeholders (city; police; BOAs; etc); guest speaker(s)*
- Structure for sharing of information in Part 2 of the gathering
- Budget

5. Presentation format for use in Part 2 of the gathering

- Providing relevant high-level information on recent incident numbers
- Current priorities
- Information on action(s) taken

Gathering = Bijeenkomst (samenkomst)

7.0 Sources and references

Guidance on running a World Cafe

- <https://theworldcafe.com/key-concepts-resources/world-cafe-method/>
- <https://www.user-participation.eu/planning-the-process/step-5-participatory-methods/planning-the-future-visions-strategies-projects/world-cafe>
- <https://www.theworldcafe.com/wp-content/uploads/2015/07/Cafe-To-Go-Revised.pdf>

Gemeente Rotterdam Communication campaign

<https://rotterdammakeithappen.nl/>

<https://www.rotterdam.nl/>

