

 besser leben
in Offenbach

MACH MIT*

Stadt
Offenbach
am Main
OF


Stadtwerke
Offenbach
Holding GmbH

*** Gib Acht auf Offenbach.**

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Big Society in Action in Offenbach:

Neighbourhood champions ...

... collaborating with Offenbach Council ...

... and Offenbach Services!



Starting point

- **bad press about street scene and community safety**
- **many initiatives taken by the local council are not even noticed by citizens**
- **SO - decision to take a different approach**



Underlying problems

- **lack of a co-ordinated approach**
- **lack of visibility (no joint branding for initiatives taken by the Council and Offenbach Services)**
- **citizens and other stakeholders weren't aware which organisation did what**



objectives

To work in partnership at local level and to involve citizens so that neighbourhoods would feel some ownership.



Strategy

- **planning of a public campaign which co-ordinated all activities to improve the street scene and public safety**
- **Offenbach Services (the public company running all direct services in the city) took overall responsibility for the campaign**
- **new approach involved citizens, local business and schools at neighbourhood level**



Strategy

- **Total Place approach (partners involved put their resources together)**
- **important to activate community spirit in neighbourhoods**
- **improved internal and external communication**
- **defined standards for the street scene**
- **increased awareness of the public engagement of Services Offenbach at neighbourhood level**

- **Total investment of Services Offenbach in the campaign was €100.000 – €150.000 per neighbourhood**

The first neighbourhood!



Three improved
neighbourhoods already,
fourth neighbourhood
in preparation!

The second neighbourhood!



The third neighbourhood!





Examples of initiatives

Initiatives undertakein in ALL neighbourhoodes!

electrical equipment

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before





electrical equipment

after





poles and barriers

before



after





green areas



before



after



recruit
neighbourhood
champions

50 active people
already working
with us!





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Helping to remove graffiti from private spaces

before



after



Neighbourhood specific actions!

1. northern city



before



after



Schloßstraße – path to the
river Main





Wall of historical Lilipark

before



after



Schloßgrabengasse
– opposite a technical
school

before



Schloßgrabengasse
– improved by the technical
school!

after





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Social activities in
the eastern part of
the city

Concerts organised with
local organisations!



Neighbourhood specific actions!

2. southern city

using the back sides of
streetsigns

before



after





before



railway underpass
Kurzestraße

after





railway underpass
Waldstraße

before



after





railway underpass
Senefelderstraße

before



after





Neighbourhood specific actions!

3. northend



before



flowerpots in der
Ludwigstraße

after



before



improved green areas at the
Ludwigstraße

after



removal of old electrical
installation

before

after





before



Community art gallery In the playground on Johannes-Morhart-Straße

after



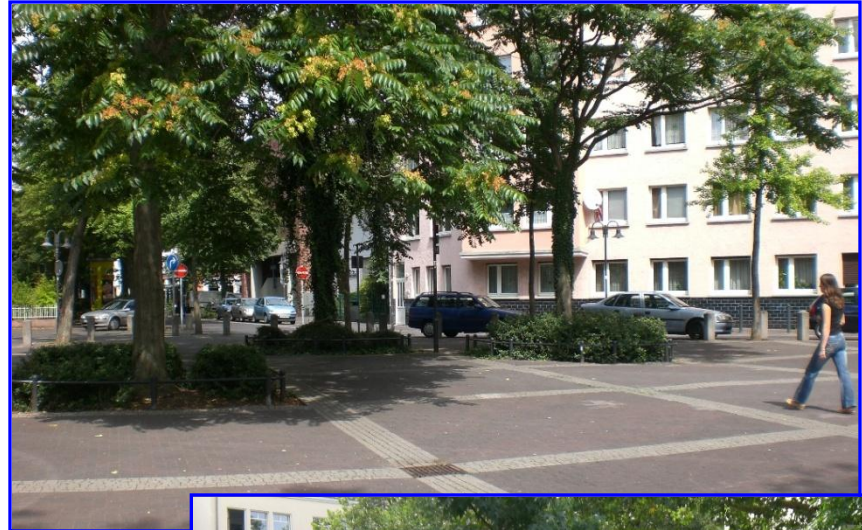


regeneration of Goethesquare

before



after



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impressions from the opening event





opening of a neighbourhood office

3 neighbourhood
offices already
opened!





Issue-specific projects!



organized: day of volunteering 2009

before



after





organized:
community project with
Starbucks Germany 2010



Old cemetery





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supporting collecting actions





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organized: crime prevention day



a chance for all voluntary and
community organisations to
show their crime prevention
work in Offenbach



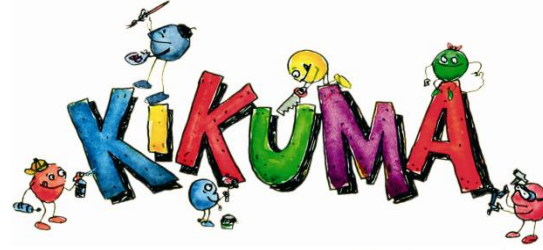


pigeon problems - checking the pigeon-house!





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and

Art initiatives with kids and the Young People's Art Summer School





Other Offenbach Big Society initiatives

- Working with the national programme of “active neighbourhoods”
- Holding roundtables to encourage action in neighbourhoods
- Participation at in a Business Improvement District
- Programme for an “active city centre”
- Working group for neighbourhood management in Offenbach



... in terms of the objectives of the initiative

positive

Coordination of public, private and nonprofit agencies works well

Very positive feedback from the public.

A lot of enthusiasm right at the start of the project!

New social networks and ideas (for example, summer art school for young people and KiKuReDo)!

negative

Sometimes specific activities have been regarded as meddling in other people's business!

The enthusiasm can fade within the course of the project.

People develop new expectations in terms of the budget and the attractiveness of the street scene.

It is key to consider the specific characteristics of each neighbourhood and to involve local people. This also improves social cohesion.