



SWARE regional action plan for waterrecreation and -heritage



| September 2018



Sharing solutions for better regional policies

General information SWARE project (PGI00294)

impact

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Investment for Growth and Jobs programme

European Territorial Cooperation programme

X Other regional development policy instrument

The SWARE project is implemented with the support of the European Regional Development Fund (ERDF) and the INTERREG Europe Programme 2014-2020. This publication reflects the author's views only and the INTERREG Europe programme authorities are not liable for any use that may be made of the information contained therein.



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Preface

The landscape of Zuid-Holland is unmistakably shaped by water, the blue that has been named and praised by the European partners as the delta of Europe. Throughout history, water in the province has been utilized to provide the citizens a safe and pleasant living environment. As a result, the province is enriched with beautiful natural and cultural-historic heritage, such as windmills, pumping stations, locks¹ and a thriving economy.²

The trick is to strengthen the living environment for its own residents, to make it more sustainable and pleasant but, on the other hand, to remain attractive to visitors. Natural and cultural-historic heritage contributes significantly to this, but also shows the vulnerability; in large cities there is already a hint of an "amusement park feeling" and commercialization. A better spread of tourism could help smaller municipalities profit from this.³ On the one hand, how do you deal with the opportunities for employment and how do you monitor (spatial) quality. How do you deal with infrastructure and tourism, with data collection and marketing and how do you, as a government and other parties, work together from everyone's role and responsibility?

Since June 2017, the province of Zuid-Holland has been working together with stakeholders towards a beautiful province, with lots of green and blue close to home. How this will be addressed is stated within the *visie Rijke Groenblauwe Leefomgeving*, which has been drafted together with companies, governments and civil society/organisations. A healthy living environment and an attractive business climate in Zuid-Holland: with this vision in mind, governments, companies and civil society/organisations are joining forces to make Zuid-Holland greener. They want a healthy and attractive living environment in which to live and work, which is accessible to everyone. With nature and landscape that starts at the front door and extends to the cores of nature reserves. Nature and water close by makes our cities and residential areas attractive to live in. More green promotes a healthy lifestyle and helps prevent welfare diseases. A healthy living environment also contributes to recreation and tourism. Five themes (ambitions) are included in this vision:

- A healthy living environment for people and nature;
- Green-blue in and around the city;
- Landscape and sustainable agriculture;
- Manage, develop and protect,
- Experience and enjoy the living environment.

For these reasons the province of Zuid-Holland and Association Regio Water have been participants in the interregional project **SWARE: Sustainable heritage management of Waterway Regions.** In essence, this project, in which five different European regions and six partners participate, is about knowledge exchange between the partners. Despite the large geographical differences, the same problems, opportunities and challenges have been recognized. The acquired knowledge and the shared concrete good practices can therefore be of value for policy in the own region.

In the past two and a half years, the SWARE project has focused on this knowledge sharing practice in the field of the sustainable management of water in relation to natural and cultural-historic heritage and the stimulation of the recreational usage of the blue waterways. For the purpose of knowledge sharing, the European partners have participated in three Interregional Knowledge Exchange Sessions in 2017 in Tipperary, the Metropolitan City of Milan and in the province of Zuid-Holland.

¹ State of Art Region Zuid-Holland: <u>https://www.interregeurope.eu/sware/library/#folder=621</u>.

² https://issuu.com/innovationquarter/docs/regiomonitor_zuid-holland_2018

³ In the municipality of Delft are plans to 'modernize touristic locations to be able to attract more tourism: www.delft.nl/prinsenhof.



The cooperation within the Zuid-Holland region and with the European partners has led to the document herein: the Regional Action Plan.

In this publication, the knowledge insights from the project are further described. This includes the sharing of knowledge in the interregional knowledge exchange sessions (KES) and those in the Institutional Think Tank (IBD/SIG). In addition, there have been many bilateral discussions between, among others, the ARW director and local administrators.

The concrete good examples shown can serve as inspiration for the region of Zuid-Holland. In addition, this publication contains a number of recommendations based on the experiences from the project and parallel running developments. More importantly are the priority actions which can be of a direct value for the management, development and experience of the rich green-blue environment of Zuid-Holland.

This document and the building blocks from which it derived are in no way binding policy and serve only as an important source for possible current and future change of policy and the creation of necessary new policy on the subject of sustainable water management in the region of Zuid-Holland related to heritage and recreation.



Knowledge insights from the project

During the first two and a half years, the province of Zuid-Holland and Association Regio Water have participated in four (4) Thematic Working Groups and three (3) Interregional Exchange Sessions in the SWARE project. In addition a "Think Tank" has been set up at an administrative level, which has focused on a number of important issues in the field of water, water recreation and natural and cultural-historic heritage along the waterways. Furthermore, several administrators in the region have been visited to exchange insights.

The below is a concise summary of the most important conclusions. For a more extensive description of the insights gained, reports have been made available on the websites http://www.zuid-holland.nl, http://www.zuid-holland.nl, http://www.zuid-holland.nl, http://www.zuid-holland.nl, http://www.zuid-holland.nl, http://www.interregeurope.eu/sware and

The project has yielded new insights and to a certain extent has also confirmed the known opportunities and challenges in the region of Zuid-Holland and to which all parties involved are currently working.

Conclusions Interregional Knowledge Exchange Sessions (KES)

In the SWARE project there has been chosen for a thematic focus on three subthemes:

- Governance;
- Connecting infrastructure with tourism and heritage and;
- Marketing, PR and destination development.

These themes have been carefully addressed in the Thematic Working Groups and work visits. Within these subthemes, attention was also paid to "more modern" developments such as IT and open data.

Theme I: Governance

In Tipperary, Ireland, along with representatives of the province of Zuid-Holland and Association Regio Water, representatives of the Water authority and the municipality of Zoetermeer were present. The following is a summary of the main conclusions of the various parallel work sessions⁴:

- 1 Simplification often works better for achieving your goals. Complexity usually works like sand in the engine of a process;
- 2 It is therefore necessary to set up a clear structure in which all data can be used in a presentable way by administrators, civil servants and those involved;
- 3 It is also necessary to map out and use all stakeholders/actors when making policy in order to be able to offer the right solution for complex situation (see box below);
- 4 Co-creation between public and private partners is of evident importance in the success of (water-related) projects;
- 5 Education (starting with the youth) ensures better awareness, utilization and protection of the blue areas.

Theme II: Connecting infrastructure with tourism and heritage

In the Metropolitan City of Milan, along with representatives of the province of Zuid-Holland and Association Regio Water, advisors of the Ministry of Infrastructure and Environment and a representative of the municipality of Midden-Delfland (also chair of the *Landschapstafel Hof van Delfland*) were present. The most important conclusions⁵ during the work sessions were:

1 Extend the "usual tourist attractions" to a wider area;

⁴ Summary report #1 TCC: <u>https://www.interregeurope.eu/sware/library/#folder=621</u>

⁵ Summary report #2 MCM: <u>https://www.interregeurope.eu/sware/library/#folder=621</u>.



- 2 Combine the different functions of an area as a collective supply (tourism, energy, education, economy, sustainability, etc.);
- 3 Work on projects that can have a positive influence in the broader region (principle of Aquapuncture);
- 4 Use the presence of historical stories, emotions and memories to increase the awareness and experience of an area (intangible heritage);
- 5 The initiative for projects should lie with the users and citizens, stimulated by administrators (governance and bottom-up). A regional authority is indispensable for supra-local vision formation and implementation.

Good practice Tipperary: Public Participation Network

In Tipperary, directors, civil servants and stakeholders work with the so-called Public Participation Network. A network, financed by government, but managed and organized by citizens, who are involved early in the process of policy making. This network provides both solicited and unsolicited advice on administrative policy processes.



The TPPN is a network that connects citizens with policy makers in Ireland.

TPPN was also used during an inventory of heritage along the river Suir. This inventory is the first measurement of the heritage present along the river area and can subsequently be used in future policy. For citizens by citizens.

http://www.ppntipperary.org

Good practice Milan: Panperduto

Panperduto is situated along the Ticino river north of Milan. The purpose of Panperduto and its immediate surroundings is to connect the tourists with the wealth of history and culture that the landscape has to offer.

At Panperduto you can stay overnight, there is a museum, a café, a shop with local delicacies and a water garden for children/students. Panperduto is also a hub for mountain bikers, hikers and boat tourists. In addition, the dam provides power to neighboring agricultural areas.

What we can learn from Panperduto is to connect different aspects of recreation, education and hospitality in one place. Utilization, experience and awareness. With this offer, the initiators also hope to attract visitors from the busy urban area to the northern and nature-rich part of the Metropolitan City of Milan.

http://www.panperduto.it/en/

Theme III: Marketing, PR and destination development

For the third theme, partners visited the province of Zuid-Holland, which gave more room for the involvement of Zuid-Holland administrators, civil servants and involved regional and local organizations. The partners have visited various Zuid-Holland initiatives (pleasure river the Rotte, river as a tidal park, the waterbus, RDM campus, etc.) and icons (Kinderdijk, Biesbosch and Dordrecht) over a period of 1.5



days. In addition, the province of Zuid-Holland organized several parallel work sessions. The following is a summary of the knowledge input from the partners⁶.

- 1 The term 'policy makers' must have a different meaning. Policymakers are not only the administrators (supported by the civil servants), but also the citizens who need to talk, think and do as well;
- 2 Involve these people from the beginning of the process, thereby stimulating their continued involvement;
- 3 Open data can stimulate mutual knowledge of all projects, across all portfolios across the region. This stimulates the integral nature of potential projects. Still too often projects are initiated without being informed about plans from the other policy areas. As a result, many opportunities are lost. The mapping of a complete overview therefore offers a solution here;
- 4 Encourage the use of "new" developments;
- 5 And partners mentioned the fact that we have to hold the visitors in our particularly beautiful green-blue landscape and let them use the landscape more. During one of the work sessions this was called: STOP THE DUTCH!

Challenge for Zuid-Holland: STOP THE DUTCH!

Utilization, experience and awareness can be combined easily in the field of water(recreation). In Zuid-Holland too little work is being done on this utilization, as remarked by one of the partners. The beautiful green-blue living environment is too often ignored by the inhabitants or only used as a fast transit route for the daily commute, without experiencing the value of the area (for well-being and recreation).

The principle behind "STOP THE DUTCH!" can stimulate the more intensive utilization of the Zuid-Holland green-blue environment.

Conclusions Institutionele Bestuurlijke Denktank (IBD/SIG)⁷

At the end of 2016, the province of Zuid-Holland and Association Regio Water have set up a stakeholder group on an administrative level. This so-called "think tank" advises the project team and directors of the province in the implementation of SWARE and closely related projects/themes. In addition, the project team informs the stakeholder group about the progress of the SWARE project and the related parallel developments. Since the establishment of the IBD/SIG, up to and including September 2018, it has met six (6) times. The main conclusions are summarized below.

- 1. During one of the IBDs, the process of water recreation in Noord-Holland was presented as a good practice close(r) to home. The waterrecreation program of the province of Noord-Holland has connected nearly 500 partners to maintain and strengthen the waterrecreation management. For Zuid-Holland, this process has served as an inspiration for the further implementation of SWARE, the development of the ambition mapping and the *visie Rijke Groenblauwe leefomgeving*.
- 2. Spatial development is often a long journey, with unexpected events. In addition, the (original) goal moves as well. It is therefore important to organize the feedback to

⁶ Summary report #3 PZH: <u>https://www.interregeurope.eu/sware/library/#folder=621</u>.

⁷ Summaries in Dutch are available at: <u>https://www.zuid-holland.nl/onderwerpen/economie-energie/sware-waterrijke/</u>.



participants very well, so that everyone – together – experiences the changes and collectively recognizes the 'red lights', and can neutralize them or turn them into 'green lights' (linking opportunities). The losers and the silent majority must also be included in the process in order to get an overall picture. Too often this group – consciously or unconsciously – is not included in the planning process. By including them, you avoid problems in later phases. Planning means making choices, some stakeholders will see their recommendations translated into actions, others will not. This must be communicated back as well (which choices are made and why).

- 3. When cooperating on waterrecreation, the question is whether the classical regional layout is usable. Or, if it is better to use natural regional layouts? Or make a division between areas where there is 'energy' and areas where there is not. In the second case the province will have to take extra steps. It is advised to be flexible and to respond to opportunities.
- 4. The themes energy transition and circular economy offer great opportunities for linkage with water recreation (reduction CO2, transport over water/Heineken example).
- 5. Another conclusion from the stakeholder group was that the use of another language (different way of talking/other words) can stimulate new ideas and insights. The common language often creates barriers, so that several important issues come to lie outside the field of view. A new language then stimulates thinking outside the box and allows directors, civil servants and stakeholders to discover a broader and more inclusive playing field. For example (Dutch words used):
 - "Sprankeling" instead of Sustainability, Environment and Innovations;
 - "Klussen" instead of Management and Maintenance;
 - "Gastvrijheid" instead of Hospitality and Economy.



List of recommendations and priority actions

Derived from the knowledge insights gained in the project, both internationally and regionally, there are a number of recommendations and actions that are listed here. In Annex I the actions are described in more detail according to INTERREG Europe guidelines.

Recommendations

- View water-bound recreation and tourism as the result and measurement of sustainable, integrated policy (energy, sustainability, housing, spatial development, mobility, water management, green, economy, European cooperation, governance, safety, participation, sports, cultural history, etc.).
- This requires a vision on the area and then cooperation on an administrative and political level. It has consequences for the internal way of working.
- Interventions in the public space are always long-term. Guarantee this long-term cooperation in the person of a longer-term (appointed) director, i.e. the mayor or Commissioner to the King.
- Create (continued) involvement of the public, inhabitants and others by:
 - Feedback of changes;
 - Involve losers and silent majority;
 - Stakeholder participation from initiation;
 - Publicly accessible data;
 - New connecting language.
- Strengthen the process by:
 - Integral approach involving other policy areas directly;
 - o Collaborative areas based on natural boundaries (not administrative).

The NOVI is already forcing integrated cooperation. This must be further developed.

Priority actions

I Actions for gathering knowledge and expanding the dissemination of knowledge on the greenblue environment and policy areas that affect this

- I.I Integral Dashboard quality of nature;
- I.II Development of a knowledge agenda for the further development of the quality of nature in relation to the living environment.

II Actions for the development of instruments for the further development of the green-blue environment

- II.I Development of the ambition map (online tool); utilization of this tool in other policy areas (heritage, housing, spatial development, mobility, etc.);
- II.II Development of the efficiency toolkit;

Furthermore: Implementation of the strategic implementation agenda waterrecreation within the *Rijke Groenblauwe leefomgeving*



Strategy

In order to achieve the ambitions and to work with the joint implementation agenda *Rijke Groenblauwe Leefomgeving* the following approach is used:

- A better usage of the existing network on a short term;
- Working on the development of the water recreational network on a middle/long term

Starting point: There is a lot to see and experience in Zuid-Holland in the field of waterrecreation. There is already a large water network with a lot of facilities. The existing possibilities are great, but the potential can be used even better. There are still many opportunities and challenges.



This can be achieved both bottom-up as top-down:

1. Bottom-up:

Local and regional stakeholders are responsible for taking on projects that match their level of scale/scope. The *landschaps-/erfgoedtafels* (landscape and heritage tables) are therefore the standard framework where agreements are made and subsidies can be obtained. The role of the province is to agendize, connect stakeholders and stimulate the use of the *samenwerkingskaart* (ambition map/ II.I).

2. Top-down:

Projects that are not within the scale or scope of the landscape and heritage tables (thematic approach) have to be organized by the province. This fits the coordinating role the province has. The waterrecreation-team of the province of Zuid-Holland will have the following role:

- Boosting, facilitating, process money, agendize, connecting and stimulating the use of the *samenwerkingskaart*;
- Additional and supporting (local and regional), but also own, program;
- Process money, physical measures (quick wins), reconnaissance, taking on linking opportunities that arise, whether or not in combination with other (urgent) tasks;
- Connecting with themes, additional budget for concrete (physical) opportunities outside the scope of the aforementioned tables;
- Draw attention to (advice, support, stimulate) water recreation on the various landscape and heritage tables.



Priority

Together with important stakeholders an implementation agenda waterrecreation is being developed. Two important sessions have already been held. During these sessions stakeholders were asked to give their input on what the joint priority themes are, to reach the ambition. On the basis of this input three **central points** were named and divided into **subthemes**.

- Gastvrij en beleefbaar water (Hospitality and experiencing water) More water experiences for residents and visitors, longer stays and more spending on/along waterways. Offering/promoting routes, round trips, boat trips through attractive destinations;
- 2. **Smart waternetwerk** (Smart water network) A well maintained, safe and optimally navigable water recreation network of excellent quality, both waterways and recreational locations;
- 3. Groene waterrecreatie (Green water recreation) A network in which water recreation is part of the sustainable living environment with a balanced ecology, green boating and recreation.



ANNEX I: Detailed description of actions

Action I.I	Integral Dashboard quality of nature (whereof water recreation is a part)
Goal	Monitoring the progress and the realized quality of nature in the province of Zuid- Holland.
Background	Throughout the project, open data and "modern" instruments have been discussed as successful tools for management. This dashboard takes from the data collection as presented during the project and the aim of Zuid-Holland to work as a transparent and open province. With the new visie Rijke Groenblauwe Leefomgeving, the province of Zuid-Holland aims to make the living environment greener, more water-rich and more climate proof (both within and outside urban areas).
	In order to implement this, there have to be made arrangements with our partners about which effects there will be measured in order to be able to show progress. The province is developing the integral dashboard ' <i>De Staat van het Zuid-Hollands Groenblauw 2018-2050</i> '. This dashboard contains a qualitative representation of where we stand right now in various areas related to achieving the intended ambitions. It contains interim milestones and handles (to be adjusted if necessary). Within this dashboard all research data will come together.
List of actions	First of all, a baseline, a complete and detailed picture of where we are now, has to be drawn up. A shared starting point, from which all parties can start collaborating in data-driven policy and implementation. For this there will be made use of data analytics (Public Intelligence).
	 At the moment, various studies and measurements are being carried out. We also know that there is a need for additional research and measurements. For example: What are the consequences of different scenario's for the farmland birds population? Which nature does Zuid-Holland still have to create to reach a 100% biodiversity (according to PBL method)? What are the possible consequences of climate change for the above? Health check of route networks; What is the demand for new facilities in light of the changing population composition?
Partners	Province of Zuid-Holland, stakeholders continuously being defined
Timeframe	2018 - 2020
Costs (if relevant)	PM
Funding sources (if relevant)	Own resources

Action I.II	I.II Development of a knowledge agenda for the further development of the quality of nature in relation to the living environment.	
Goal	Because knowledge is often only necessary the moment it has to be put to practical use, it makes sense to not 'gather' knowledge and data at random, but to start working on data collection with a defined knowledge agenda.	
Background	In combination with the development of the integral dashboard (action I.I) and during the implementation of the actions in the <i>visie Rijke Groenblauwe</i> <i>Leefomgeving</i> to reach its ambitions, there will be several moments where there exists a knowledge gap. Knowledge can be available, but perhaps not accessible, or knowledge can be lacking in its entirety. At the moment there is an insufficient overview of present, absent and desired knowledge in the field of the green-blue environment in the province of Zuid-Holland. Therefore there is a need for a general approach for centrally inventorying knowledge and ensuring this knowledge remains available.	
	There is a strong overlap between the development of the integral dashboard, the realization of a knowledge agenda and the implementation of the implementation agenda <i>Rijke Groenblauwe Leefomgeving</i> .	
List of actions	 Because of the importance of Public Intelligence, we are working hard on an efficient way of collecting, analyzing, presenting and sharing data; In addition, the province of Zuid-Holland is working on full availability and more openness of data, with open data being a core value of Transparent Open Province (TOP); Collected knowledge has to be shared as widely as possible. Open data has to be shared as much as possible among colleagues, contractors, clients, companies and governments. Cooperation with the relevant knowledge institutes and knowledge networks is therefore crucial; Participation in these networks is necessary to maintain good relations with data collectors and distributors, both on a large scale with knowledge institutes and on a smaller scale with small projects of private individuals. This actively builds a close network to gather knowledge, bundle it, spread it and communicate it. 	
Partners	Province of Zuid-Holland, knowledge institutes and stakeholders continuously being defined	
Timeframe	2018 - 2020	
Costs (if relevant)	PM	
Funding sources (if relevant)	Own resources	

Action II.I	Development of the ambition map (online tool); utilization of this tool in other policy areas (heritage, housing, spatial development, mobility, etc.)	
Goal	 Develop a clear implementation agenda of the various stakeholders on various partnerships; Clarify communication about and of projects and ambitions. Improve collaboration and alignment; Stimulate the conversation and enthusiasm on water recreation 	
Background	More and more attention is being paid to water recreation and the integral relation with other fields/themes/agenda's. There are many ambitions and wishes. Parties stumble over each other to bring these ambitions to the foreground. It is necessary to bring one clear line into this in order to work together more effectively on water recreation.	
	The <i>samenwerkingskaart</i> (ambition map) offers a tool for this. It is also a means of engaging the conversation with each other, it opens and gives attention to the subject of water recreation. The map will prove its usefulness in drawing up regional agendas)	
List of actions	 Building the map by collecting data from the regional governments/stakeholders; Jointly create a water recreation agenda and together with stakeholders develop the regional agenda with agreed upon priority projects. 	
Partners	Municipalities, regions, water authorities, associations, entrepreneurs	
Timeframe	Going concern, is developed, but has to be maintained accordingly	
Costs (if relevant)	€ 10.000,- a year	
Funding sources (if relevant)	Own resources	

Action II.II	Development of the efficiency toolkit	
Goal	Use provincial resources more efficiently	
Background	The province wants to use the personnel contribution and financial resources with more effect. An efficiency toolkit is being developed for this purpose. In Tipperary County Council, within the Roadmap Green and Blue infrastructures an	
	efficiency toolkit was presented as well.	
List of actions	 Development of: Measuring toolkit Green: The purpose of this measuring toolkit is to research which projects and programs generate the greatest social green yield. We can only spend the euro once. Measuring toolkit management arrangement: In order to be able to steer effectively on provincial interest and to give space to customizations, we make exhaustive lists of types of management arrangements. This results in overview and a more efficient collaboration with our partners Measuring toolkit administrative expenses: If we want as much of the social return as possible of green time and money, then it is important to eliminate unnecessary bureaucracy. Both for our partners who book the result and for the province itself. The province is still working out a plan of approach with the partners, where trust is the starting point. Effectiveness of management learning environment. Not all management is equally successful. With our stakeholders a process/program will be started to learn from each other's management experiences and to showcase good practices, to unlock knowledge about effective management by organizing meetings for organizations, institutions and companies in the green sector. 	
Partners	Province of Zuid-Holland and to be defined stakeholders/partners	
Timeframe	2018 – 2020	
Costs (if relevant)	Own resources	
Funding sources (if relevant)	Own resources	



ANNEX II: Subthemes strategic implementation agenda water recreation

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		 The development of routes and/or areas where only sustainable boating may be allowed
3	Canoeing	For the further development of canoeing, there are a
		number of areas for the development of a canoe
		network or canoe routes. There are also a number of
		specific places where canoe facilities are desired

Date	31-01-2019
Signature	Julmerice