

#61. CHANGING PERCEPTION OF PUBLIC SPACE



Photo credit: <https://bit.ly/2L6KhLI>

Theme(s): Partnership

Type of initiative:

Active Parks, Public Squares, Open Water Facilities

Year: 2010

Location:

Wroclaw

Poland

Owner: Wroclawskie Centrum Rozwoju Społecznego (WCRS)

Contact: ewelina.konik@wcrs.wroclaw.pl

Source: <https://bit.ly/2L6KhLI>

DESCRIPTION

The good practice we have seen in the WCRS projects is a change in perception of the place where the activities take place. The Slodowa Island after several years of activities has become a meeting place not only for young people but whole families. Family picnics, outdoor workshops and children's games are organized there.

The Slodowa Island area has become a place for animated sport and recreational activities, both for the inhabitants of Wroclaw, as well as for tourists visiting the city. Participants can enjoy cultural, sporting and educational offer in the fresh air. Among activities at the Slodowa Island are such projects as: an outdoor cinema, family picnics within the Family Month and concerts of young, local bands on the open air stage.

Pergola is now perceived differently as well. After completing the project "Fitness at Pergola" (exercises and fitness classes), it has become not only a place for walks and sightseeing, but also a space where you can move, do something for your health and keep yourself in a good shape.

Parks have become a place where people can not only relax but also enjoy a wide-ranging culture (concerts, workshops, theatre improvisations) and sports activities - all free of charge and in the open air.

SUCSESSES

The biggest achievement is the shift in the functionality of public spaces - places such as the Slodowa Island, Parks and Pergola now offer numerous sports, leisure, educational, cultural and health activities.

Wroclaw residents use these spaces and participate in the activities we have moved outdoors from closed-air locations eagerly. There is also a change in perception of these areas by local communities and neighbourhoods - they join the organisation of various events for their community more willingly. These activities have lasted for several years; interest in and recognition of the projects is constantly rising.

CHALLENGES

It is still a challenge to maintain order in these areas, and to do so in such a way that does not interfere with the care of public places, so that the activities are directly linked with taking care of public space. The main goal was to convince different groups that they could spend time actively at these places, while assuming that regular users would stay and would be happy to benefit from the programmes offered to them. With each new project we try to involve new groups in our activities.