



Kristianstads  
kommun



About the project

# Urban Community Development Näsby

## Urban Community Development Näsby

Urban Community Development Näsby is a long-term project which aims to develop the neighborhood Näsby into a model for sustainable urban development by the year 2037. The project was initiated by the Municipal Executive Committee of Kristianstad in 2019. The project has since 2022 been led by an interdisciplinary committee of municipal officials along with residents and entrepreneurs of the Näsby area.

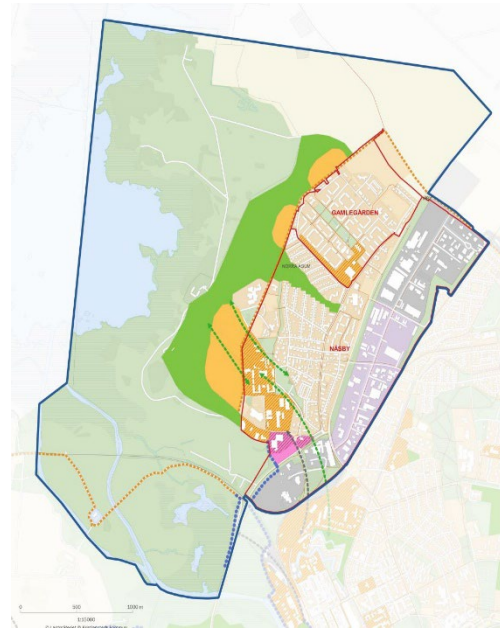
The long-term goal of the project is to turn Näsby into a model for social, economic and ecologic sustainable urban development, according to the urban development goals of the municipality: *a city for everyone, an attractive city and a green and blue city*. The goal is to develop the area's strengths and to turn the trends of localized challenges. The goal is to increase collaboration and integration with the rest of the city by coordinating and supporting current local efforts.

### The Näsby area

Näsby lies about three kilometers from Kristianstad city center and is home to more than 9000 residents. Näsby industrial district and the nature reserve Näsby fält border to the residential areas of Näsby.

The south part of Näsby contains The University of Kristianstad, Badriket public pool, Krinova Science Park and southern Näsby's residential area which consists of villas built in the 1930–1950s.

Gamlegården contains Gamlegården's center, Näsby sport field, and Gamlegården's park. Here, housing primarily consists of rental apartments built in the 1960–1970s which are managed by the municipally owned housing company AB Kristianstadbyggen.



*Above is an image of the geographical area in which Urban Community Development Näsby is active.*

### Challenges and Possibilities

Näsby is challenged by socio-economic issues where the living conditions of the residents are lower than the average conditions of the municipality's remaining population. The conditions of living are especially low for residents of Gamlegården which is a so called "vulnerable neighborhood", meaning an area

with low socio-economic status but high criminal influence, according to the Swedish Police Authority. Yet, the perceived safety has improved recently. The challenges which affect the living conditions of Näsby include crowded housing, low education, high unemployment, low income and segregation, just to mention a few.

Half of the residents of southern Näsby and 9 in 10 of the residents of Gamlegården are immigrants, compared to the average numbers of the municipality's entire population where 1 in 4 citizens are immigrants. The average income in Näsby is 40% lower than the average income of the remaining municipality. Gamlegården is the poorest neighborhood in Sweden and 37% of the neighborhood's population are children under the age of 19.

Nonetheless, Näsby is appreciated by the local residents simultaneously as it struggles with these socio-economic challenges. The area is appreciated for its close proximity to the city center, easy access to nature and a good assortment of social services. Näsby offers schools, and kindergartens as well as higher education. The area is walkable and contains several large playgrounds and parks whilst the city center is easily accessible by bike.

The neighboring industrial district is an important component of Kristianstad's economic growth and contains both large and small businesses that offer employment opportunities. Kristianstad's largest tourist attraction, Badriket, a large public swimming pool complex, is located in Näsby, right next to the university campus.

### **Pilot Studies and Goals**

Urban Community Development Näsby is founded in two pilot studies concerning the Näsby area, one of which focuses on social sustainability and the other on urban development. The pilot studies in combination with relevant research are the foundation of recommendations and applicable measures concerning social sustainable development in Näsby. The mission's long-term goal is to turn Näsby into model for sustainable urban development by the year 2037. Urban Community Development Näsby works according to the municipality's outlining plan and strategic roadmap combined with a variety of social activities and development of public environments. The long-term goal is based on the following:

### **A city for everyone**

We want to break the patterns of segregation and create a Näsby for everyone.

### **A green and blue city**

We want to show our faith in Näsby by creating a model neighborhood for sustainable urban development.

### **An attractive city**

We want to increase Näsby's attractiveness so that the neighborhood's potential will be optimized by education, enterprises and innovation.

## **Urban Community Development Näsby's Committee**

Urban Community Development Näsby is led by the Municipal Executive Office together with a committee of about 25 employees who in turn work for 11 different departments and public companies. The committee is led by a coordinating project manager and consists of representatives with a wide range of different skills and professional backgrounds. The following departments and companies are included in the committee:

- Municipal Executive Office
- Department of Social Welfare
- Department of Culture and Leisure
- Department of Childcare and Education
- Department of Technical Services
- Department of Environment and Urban Planning
- Department of Social Care
- Rescue Services
- AB Kristianstadbyggen (public housing company)
- Renhållningen (public waste management company)
- C4 Energi (public energy company)

## **Dialog and coordinating efforts**

Urban Community Development Näsby coordinates the project's efforts together with residents and entrepreneurs of the Näsby area. The committee deploys a variety of social activities in order to improve living conditions and develop outdoor environments. The activities are based on dialog with the residents of Näsby, who are continuously involved throughout the project. The intention is to involve as many as possible in the local transformation and as such complete the journey together.