



INT-HERIT

IMPLEMENTATION NETWORK OF HERITAGE STRATEGIES IN SMALL
AND MEDIUM-SIZED EUROPEAN CITIES

PEER REVIEW REPORT

Espinho – Urban Rehabilitation Area and Castro de Ovil



1. Peer Review Methodology

Within the frames of INT-HERIT project there will be organized Peer Reviews aiming to review the site visits performed during the transnational meetings. Outputs and conclusions will be derived to present in benchmarking format the Peer Reviews will help all partners to learn with each other. It will result in useful recommendations that will act as inputs for the project deliverables.

1.1. The Peer Review Process

Peer review is the evaluation of a task, a project, a policy by one or more people of similar competence to the producers of the task/project/policy (peers). It constitutes a form of self-regulation and self-assessment by qualified members of a profession within the relevant field. Peer review approaches are employed to maintain standards of quality, improve performance, and provide credibility.

The European Union has been using peer review in the 'Open Method of Co-ordination' of policies in the fields of active labour market policy since 1999. A peer review is a process where dedicated representatives exchange information and experiences on a specific topic for an effective policy or practice. The Peer Review process comprises a range of presentations and interactive working groups there are included visits to local sites where the policy can be seen in operation.

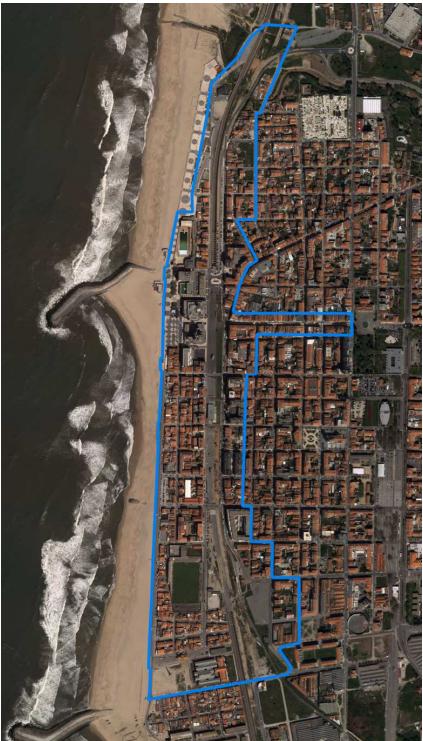
1.2. Peer Review Implementation

- Peer review will be organized after each site visit in all transnational meetings;
- An open innovation approach will be followed in the peer review process. That means peers as well as interviewers (host city) are put together in round tables to review the site:
- A good preparation of the “host city representative” taking part in the review is essential to ensure an effective and fruitful peer review;

- The LG should be invited for the peer review
- Presentation about the site to kick the peer review session (in attachment).
- Site visit - Visit to the rehabilitation area at the 8th Avenue and to the Castro de Ovil;
- Some lessons learnt from previous peer review sessions have been taken into account:
 - make sure that partner members do not ‘stick’ together
 - give more data in order to frame the discussion
 - present a clear view on the scope and required deliverables to ensure a focused discussion
 - ensure that more representatives of the hosting city do participate
- 3 round tables were organized under the following themes:
 - Group 1: ReCAFE Project - Requalification of the Railroad Channel Integrating the new public space in the city.
 - Group 2: Castro de Ovil Project – Valorisation of the Natural and Archeologic Site
 - Group 3: Branding the city through cultural heritage – Building a new identity of the city – “The Green Sea”
- The participants were free to select the group to join, however, in each group no more than one representative of a city should participate
- The peer review session had a duration of 1 hour and 15 minutes;
- In the end of the session, the host city representative makes a 5 minutes presentation about the work developed in each table;



2. The Site – Espinho Urban Rehabilitation Area and Castro de Ovil

Partner	Espinho Urban Rehabilitation Area and Castro de Ovil
 <p>ESPINHO CÂMARA MUNICIPAL</p>	<p>Action Plan for Urban Regeneration(PARU), to improve the urban environment and revitalize the city, delimited a pilot urban rehabilitation area - urban rehabilitation area of the coast of the city of espinho - which integrates about 700 buildings in an area of four hundred and fifty thousand square meters (450.000 m²).</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Promote the establishment of people, valuing the cultural heritage and the rehabilitation of degraded and functionally inadequate buildings • To qualify the commercial offer and the service levels, to the population and the visitors, promoting the socioeconomic development • To qualify the public space and the urban environment, closing the urban grid (mesh) of the zone to the source of the platform of the railroad channel with the zone to the west • Increase residential supply through the recovery and reoccupation of existing properties, further promoting their occupation with innovative and competitive functions 

- To value the sea front, and requalify the green spaces and collective use as well as the equipment
- Increase the animation of the urban area, by reinforcing the cultural and sociability dynamics, publicizing the tourist values and strengthening the identity of the county
- Promoting sustainable multimodal urban mobility, by eliminating obstacles on footpaths and increasing the capacity of car parking on the periphery
- Reducing noise and carbon emissions, improving air quality

Castro de Ovil

Castro de Ovil, in the Paramos parish, is a ruin of an Iron Age settlement.

A “castro” is a fortified hilltop village, going back to the millennium before the Romans arrived in Portugal.



These had a group of circular dry-stone houses, normally made of shale and guarded by an outer wall or moat. Castro de Ovil has all the traits of a typical castro and was found in 1981 on a pine-covered hill.

There are thirteen houses in all here, some of which are set on courtyards laid with flagstones. One of the intriguing things about the site is that there are no signs of Roman architecture, which tells us that it was abandoned before or during the invasion of Lusitania.

3. Peer Review Session

The peer review session was organized with 3 working groups:

- **Group 1: ReCAFE Project - Requalification of the Railroad Channel Integrating the new public space in the city.**
 - Inputs for discussion:
 - How to **communicate** the project to residents?
 - How to potentiate **private** investments in the surrounded areas (PARU; “open air commercial center”)?
 - How to **monitor** the development of the city vision?



➤ **Group 2: Castro de Ovil Project – Valorisation of the Natural and Archeologic Site**

○ Inputs for discussion:

- How to **integrate** the archeologic site in the city?
- What type of **investments** do you foresee?
- How to **promote** this patrimonial asset?



➤ **Group 3: Branding the city through cultural heritage – Building a new identity of the city**
– ***"The Green Sea"***

- Inputs for discussion:
 - Who are we? Beyond beach and fishing?
 - What makes us unique?
 - What should be our “story”? How to “sell” the city internally and externally?



4. Peer Review Output

➤ **Group 1: ReCAFE Project - Requalification of the Railroad Channel Integrating the new public space in the city.**

- “Sell the project” – communicate - to private owners of buildings in the area;
- Advertise the project in local communication channels;
- Use the area to link the city, casino and beach;
- Casino is a crucial infrastructure in the area;
- Use the area to attract young business and stimulate job creation;
- Besides the tourism centre, bring other tourism services to the area;
- Collect more information about the houses and owners in the buildings that surrounds the area;
- Organize pop up events to show the progress of the works;
- Promote the new city area in Porto to attract tourists from there;
- Espinho is not on a list of Lonely Planet;
- “Free Riga” – an example to research;
- Create an office to help investors in the municipality;
- Build objectives and indicators to measure the success of the transformation in the short, medium and long term.

➤ **Group 2: Castro de Ovil Project – Valorisation of the Natural and Archeologic Site**

- History lessons together with events that brings the memories of the place to the visitors;

- Security – to receive visitors the site should have better security conditions to avoid accidents;
- Guide for cycle tour;
- Go by train and return by bike
- Organize picnic and other lazer activities linked to nature;
- Promote Castro de Ovil at the city center;
- Build a wood path to protect the site and facilitate the movement of visitors;
- Show how people lived there;
- Build a platform to see the ocean;
- Engage your LG at the place and explore their contributions for the site;
- Link the paper factory with Castro de Ovil;
- Create conditions for families to visit the site;
- Negotiate with the train company a train stop near Castro de Ovil;
- Organize visits from the city to Castro de Ovil – day trip – picnic, walks, adventure activities,, come back by train or bike
- Organize integrated touristic offers to push visitors to the site;
- Create a protection line of the ruins;
- Explore the spirit of the site - Organize spiritual events, stars watching, yoga events,...;
- Tree houses and adventure park;
- Avoid a very deep human intervention;

➤ **Group 3: Branding the city through cultural heritage – Building a new identity of the city**
– **"The Green Sea"**

- City brand – **Espinho a walkable city:**
 - Wood walk
 - Pedestrian streets
 - Parking places
 - Train stop
 - Open shopping area
 - Flat city to walk and cycle
 - Easy mobility for disable people
 - Running activities very active at the city
- ARU branding – **Meeting Point, where the city meets the ocean**
 - Link the center of the city with the beach
 - Link commercial with lazer
 - Raise attractiveness for the commercial area
- Break the myths branding – Make positive negative aspects:
 - **Come and Visit our "Nortada"**
 - **Get frozen in our waters**
 - Communication for young people
- Build a communication strategy based on:
 - Targets;

- Channels – tools;
- Create an appealing content for the different audience of the city.



5. Main Findings

The Main Findings intends to highlight the strong ideas developed during the peer review activity and should be used as a working document for the city local group. The outcomes of the 3 working groups are presented below accordingly to the 5 project dimensions, namely:

Culture4Development:

MF1 (ARU): Make Espinho visible for the world - “*Advertise the project in local communication channels*”; “*Organize pop up events to show the progress of the works*”; “*Promote the new city area in Porto to attract tourists from there*”; “*Espinho is not on a list of Lonely Planet*”; - the transformation that the Action Plan for Urban Regeneration (PARU) will generate in the city must be supported by a well-designed and ambitious communication plan. The plan should address different layers of audience, including public servants, local citizens and business, investors, citizens movements, public entities, trade associations, etc. Advertising the change will allow the city to attract visitors, business and increase the number of inhabitants.

MF2 (ARU) Find your city anchors - “*Use the area to link the city, casino and beach*”; “*Casino is a crucial infrastructure in the area*”; “*Collect more information about the houses and owners in the buildings that surrounds the area*”; It has become abundantly clear that partnerships and creativity are necessary to leverage existing resources to stimulate vibrant cities. Espinho has some anchor organizations/business/buildings that can have impact beyond their walls, like the Casino, Multimeios hall, FACE, swimming pool solario Atlântico, golf pitch, and others. Anchor organizations/business/buildings affect the local economy at minimum through employment, purchasing, real estate development and design, which can, in turn, affect nearby real estate values. They can also stimulate the development of related industries or industry clusters. At the same time, can anticipate increases in the value of the surrounding neighbourhood. • Anchor's often shape the brand of a city and vice versa. It is one more way in which the interests of a city and its anchor institutions are inextricably tied.



MF3 Castro de Ovil storytelling – “*History lessons together with events that brings the memories of the place to the visitors*”; “*Show how people lived there*”; “*Link the paper factory with Castro de Ovil*”; “*Avoid a very deep human intervention*”; Storytelling applies to nearly everything. Whether it is to inform, persuade, entertain, motivate or inspire. In heritage locations, narrative tends to be used narrowly, as a method to communicate the findings and research conducted by the domain experts of a cultural site or collection. It’s typically a single-user experience and can often lack emotional resonance or impact. Emotive works from the premise that cultural sites are, in fact, highly emotional places. That regardless of age, location or state of preservation, they are seedbeds not just of knowledge, but of emotional resonance and human connection. Drama-based narratives containing careful reference to a site’s cultural content have the power to transform heritage and museum visitor experiences, encouraging repeat visits, facilitating direct and ongoing interaction and deepening knowledge transfer.

See Emotive project <https://emotiveproject.eu/>

MF4 Castro de Ovil Security & Accessibility – “*Security – to receive visitors the site should have better security conditions to avoid accidents*”; “*Create a protection line of the ruins*”; “*Go by train and return by bike*”; “*Build a platform to see the ocean*”; “*Create conditions for families to visit the site*”; “*Negotiate with the train company a train stop near Castro de Ovil*”; Investments in security and accessibility will open Castro de Ovil to a wide new range of visitors like children and elderly people. Make the location safer to receive new uses is a key aspect of the attractiveness of the site. Also, creative accessibility will open the place to the city. New partnerships should be considered in this field.

Culture4Value:

MF5: Innovative Public Private Partnership: “*Sell the project*” – communicate - to private owners of buildings in the area”; “*Use the area to attract young business and stimulate job creation*”;

"Besides the tourism centre, bring other tourism services to the area"; "Create an office to help investors in the municipality";

The ARU area offers a great and unexplored potential for partnerships with private investors and business. There are good examples already in place but more creative partnerships can be established. Such partnerships require the development of legal, institutional, policy and administrative enabling environments, and offer opportunities to develop capacities, transfer of knowledge and excellence, and foster entrepreneurship. Espinho should have a clear strategy to offer win-win innovative, sustainable and equitable partnerships between private and public actors.

MF6: Uses for Castro de Ovil: *"Guide for cycle tour"; "Organize picnic and other lazer activities linked to nature"; "Build a wood path to protect the site and facilitate the movement of visitors"; "Organize visits from the city to Castro de Ovil – day trip – picnic, walks, adventure activities,, come back by train or bike"; "Organize integrated touristic offers to push visitors to the site"; "Tree houses and adventure park"; "Explore the spirit of the site - Organize spiritual events, stars watching, yoga events,...";* many new uses suggested during the peer review exercise make it clear the high potential that Castro de Ovil offers.

MF7: Branding the city - Espinho a walkable city – Brand pillars and values: *"Wood walk"; "Pedestrian streets"; "Parking places"; "Train stop"; "Open shooping area"; "Flat city to walk and cycle"; "Easy mobility for disable people"; "Running activities very active at the city"*

MF8: Branding ARU - Meeting Point, where the city meets the ocean - Brand pillars and values: *"Link the center of the city with the beach"; "Link commercial with lazer"; "Raise attractiveness for the commercial area";*

MF9: Make positive negative aspects – Branding the myths - Brand pillars and values: *"Come and Visit our "Nortada""*; *"Get frozen in our waters"*; *"Communication for young people"*;

