

>>> **Edito**

For a great many years, we have been working on a daily basis alongside all our partners to improve the living conditions of our fellow citizens, particularly those in difficulty. As local representatives, this is a matter of constant concern for us. This is why we are undertaking a wide variety of measures thanks to the mobilisation of the people, associations and institutions involved in urban policy.

And yet it is essential to go even further in order to adapt to the complex evolution of exclusion and its many facets. Because we are convinced that innovation can also be social, we have decided to explore new ground with the Urban2 programme. As you will discover in this newsletter, this work is being constructed on a case-by-case basis to respond to the exclusion problems specific to our districts.

With the backing of Europe, we can take the risk of launching into new initiatives which, if conclusive, may serve as references and be used elsewhere. The Urban2 programme is a pilot project and we are happy to experience all its social dimension, with and for our inhabitants. These projects, alongside those that each of us is also conducting in our respective municipalities, strengthen the social cohesion of our territory and contribute to the harmonious development of a city showing greater solidarity.



Hugues Martin,
Member of
Parliament and
Mayor of Bordeaux



Conchita Lacuey,
Member of Parliament
and Mayor of Floirac



Alain David,
Mayor of Cenon

>>> **URBAN2/Unicités**

Urban2, a Social Laboratory in the Heart of Greater Bordeaux

For 25 years, local partners (local authorities, associations, etc.) have been fighting against exclusion, particularly in the so-called "sensitive" neighbourhoods, in the framework of urban policy. A large number of measures have been taken to implement this policy in the fields of integration, employment, education, prevention of delinquency, etc. Today, these practices have given us a transversal working method and a strong culture of partnership, and go hand in hand with the implementation of our project.

In the heart of Greater Bordeaux, **Urban2/Unicités** is backed up by the skills of a great many institutions and people in the field who support these innovative actions focusing on social integration, one of the priorities of the European Union. As experiments in this domain are often tricky, the programme can sometimes help to get certain complex projects set up.

Since 2002, **Urban2/Unicités** has already jointly financed around fifteen actions to fight against exclusion, directly targeting the inhabitants who are in the greatest difficulty. The "citizen dialogue groups" (see right), the day centre for prostitutes in Bordeaux (see right), and the integration programmes for the homeless (see overleaf) are the most striking examples of this.

Several projects in the programme have aroused the curiosity and interest of other cities, thus making Greater Bordeaux an experimentation laboratory.

To find out more about these projects, visit the website:
www.urban-unicites.com

A day centre for prostitutes

Since January 2003, the IPPO association (Information, Prevention, Proximity, Orientation) has been running a centre with the aim of listening to, informing, orienting and assisting prostitutes, offering them psychological, social, medical and legal aid.

To find out more:
IPPO – 14 Rue Villiedieux
05 56 92 25 37

Citizen dialogue groups

This project places users of the Bordeaux Social Action Centre in a more active role as citizens. Meetings with local representatives and agents of the CCAS enable them to reflect upon the difficulties they face on a daily basis. For example, the groups have formulated concrete proposals to broaden the range of criteria enabling free access to travel cards (proposals approved by the Urban Community), and, more recently, to address the question of housing.

Bordeaux CCAS
05 56 00 78 20

>>> Interview



“A measure for social integration”

Since the 1st of September 2003, the Association des Compagnons Bâisseurs has been present in the Saint-Jean/Belcier district to help families in difficulty to improve their housing themselves. Delphine Lespes, the social coordinator, tells us more about this particularly innovative project.

What does the “self-rehabilitation of housing” project consist of?

Delphine Lespes : “We offer financially and socially deprived families help in carrying out work on their accommodation (painting, plumbing, electricity, etc.). The families are oriented towards this project by social workers of the district, essentially from the medical-social centre. We give technical supervision to the people on their worksites. The families can also benefit from the help of friends or neighbours.

In parallel, we organise collective information meetings about housing, allowing all the beneficiaries to meet each other. We have also recently organised workshops for those who wish to learn home improvement techniques. The objective of the project is obviously to put an end to the isolation of these families.”

What are the results of this project 15 months after its launch?

D.L. : “Around forty people, comprised of about fifteen families, mainly single-parent families dependent on benefit payments, have been mobilised. Today they feel happier at home and want to throw themselves into another work site, into the life of the neighbourhood, and into their own lives. One mum has enrolled her children in the activities of the social centre, another is taking professional training courses, and a third has found a job... Housing improvement here is a measure for social integration.”

What is Europe’s contribution to a project like this one?

D.L. : “The Urban2 programme has helped to fund our project over two years with a contribution of € 67,000. As well as this considerable financial backing, the inclusion of our project in this European programme has enabled us to meet partners on the local level but also to present our action at a European seminar on social integration.”

Les Compagnons bâtisseurs
2, rue de Sarette 33800 Bordeaux
05 56 85 11 96

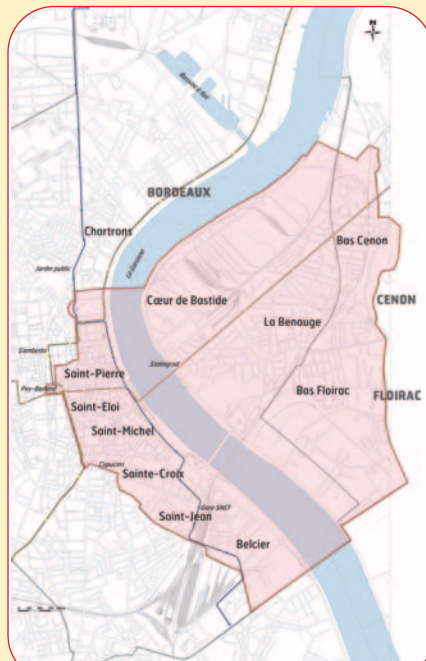
>>> Zoom on a Project

Homeless People in the Street... Working!

How do you propose an alternative to homelessness when the only social link that the homeless have is the one offered by the emergency accommodation structures?

Bordeaux City Hall and its partners (the General Council, the State, the SNCF and Urban2/Unicités) are attempting to answer this question by organising work integration programmes for the homeless. This is how it works.

The work offered to these people consists in maintaining the public roads and squares, along with parks and gardens. The work is carried out in the districts around the Saint-Jean train station.



Territoire URBAN2/Unicités

A very flexible system has been put in place to meet the expectations of the beneficiaries: the possibility of working a few hours a week, a weekly wage to encourage motivation, and social assistance backed by the partner structures. To this end, two integration companies, Aquitaine Interim Insertion and Insert’net, take on and supervise the employees. The participants are guided and assisted in the integration process by social workers (from accommodation centres). Results for the first year (2003-2004):



50% of the funding for the homeless integration programme was provided by the European Union

out of the eight people who benefited from this measure, five have obtained housing and the other three have left the emergency accommodation centres to get access to permanent centres while they wait for housing to become available. In professional terms, two have obtained permanent contracts, three have fixed-term contracts, and one regularly takes temporary assignments with an integration association.

Since the start of this project, the PLIE (Local Economic Integration Plan) has provided its support to those who want to put together their own integration programme. Without claiming to perform miracles, this atypical project has given its beneficiaries access to fundamental rights such as health care, housing and professional integration. But in their eyes, the most important thing is the way they are regarded and the sometimes grateful words they hear from local people. We can thus speak of restored dignity.

> URBAN2/Unicités “Newsletter” :

Published by: the Town Halls of Bordeaux, Cenon and Floirac; SGAR Aquitaine.
Original layout: Citron Pressé
Page setting and printing: Offset Service
Photo credits: City Hall of Bordeaux, Town Hall of Cenon, Town Hall of Floirac.



> To find out more about URBAN2/Unicités ?

Contact us on +33 (0)5 56 10 27 87
or www.urban-unicites.com
A brochure is at your disposal.