

>>> **URBAN2/Unicités**

>>> **Editorial**

As elected representatives of our local communities, we work each day to promote economic development and employment. Reducing all forms of exclusion is one of our major priorities and that means combating unemployment.

The favourable environment for development which we enjoy today, thanks to the transformation of our city centre in recent years, means that we can attract new activities. The part of the city on the right bank of the river is attracting new investors every day, the best example of this being the Joint Enterprise Zone. As for the historic centre of the city, it offers remarkable potential with no less than 2,400 businesses in the commercial sector and trades.

The Urban2/Unicités programme contributes to economic growth in the city centre by supporting urban development projects, loans for people who want to create their own businesses and a variety of economic co-ordination activities. Now that we are two-thirds of the way through the implementation of the programme, we would like to promote the economic projects that have enjoyed the support of Urban, and demonstrate the added value Europe has brought to our towns and cities.



Hugues Martin,
Member of
Parliament and
Mayor of Bordeaux

Conchita Lacuey,
Member of Parliament
and Mayor of Floirac



Alain David
Mayor of Cenon

Developing Business in the City Centre

Bordeaux city centre has been totally transformed over the last decade. The area has benefited from the arrival of the tram system and a large number of urban development programmes (the quaysides, the botanical gardens, the riverside park, the "Coeur de Bastide" development...) as well as the arrival of a range of activities (*The Centre National de la Fonction Publique Territoriale*, the Management Faculty of the University and tertiary activities). Meanwhile, the Joint Enterprise Zone, operational since 1997, has now become home to 1,500 companies representing 24,000 new jobs. Several large-scale projects are currently underway in this area in which business, university and residential functions will exist side by side. Such is the case of the Development Zones at Bordeaux Bastide (and its future extension), on the quaysides in Floirac and Pont Rouge in Cenon.

It is in this context that the **Urban2/Unicités** programme has been working since its launch to accompany and support the development and economic promotion efforts of the local authorities, Chambers of Commerce and associations. Particular attention has been paid to economic initiatives with a strong social focus, such as loans for creating businesses (see overleaf). **Urban2/Unicités** also supports business clubs (see below) and provides support in the strategic studies to stimulate economic activity in the historic centre of the city.

A Business Incubator (see below) and an Employment Centre aiming to optimise support for job-seekers and relations with companies will soon be opening.

For further information about these projects, go to the website:
www.urban-unicites.com

Port of Call

Among the many events on the occasion of the River Festival (from 23rd to 26th June 2005), there was a stand to present the talents of the Gironde region's boatyards and builders. The programme of events included a presentation of boats built in local yards and meetings between young people and professionals to demonstrate the skills of the sector.

Business Clubs

The Cenon and Brazza Business Clubs have extended their programmes of activities (themed meetings

with company chiefs, creation of communication tools, assessment of needs in human resources ...) thanks to the support of the **Urban2/Unicités** programme.

Business Incubator

The City of Bordeaux is behind the creation of a business incubator which should be opening its doors Rue du Port in the Sainte-Croix area of the city in spring 2006. The aim is to host, support and provide customised follow-up for business creators (trades and services). The incubator can support 9 companies.

>>> Interview



"Attracting new clients to the city centre"

After a long period of construction work in the city centre and real difficulties for the shops there, all those involved in business in the city have decided to join their efforts and set up an ambitious economic stimulation policy. Gilles Le Breton was recruited as City Centre Manager in July 2004 and explains the content and the stakes of this operation entitled *Bordeaux City Centre*.

What does the *Bordeaux City Centre* operation consist of?

Gilles Le Breton : "The aim is to get clients back into the new city centre of Bordeaux. To achieve this, we have prepared a programme of action articulated around two main approaches. First of all, there is a vast communication plan to give a new image of the city centre. Then a policy of new services to attract new clients: creation of a city-car service for persons of reduced mobility or home deliveries, pushchair loans, distribution of car-park access plans, parking vouchers..."

The *Bordeaux City Centre* operation was launched in October 2004. How would you assess the first results?

G.L.B : "The communication campaigns and new services we have set up are already contributing to changing the image of Bordeaux city centre. However, the real impact remains difficult to measure. We have created a City Centre Commerce Observatory to estimate changes in turnover of shops on the basis of their declarations. The first indicators would seem to show a slight upturn in earnings. Looking beyond the figures, the programme has the merit of bringing together public and private partners* around common objectives".

How do you envisage the future of the operation?

G.L.B : "In September 2005, we are launching a payment and loyalty card that will be common to all those shops wishing to take part, in partnership with Cofinoga. This type of card should boost the turnover of the shopkeepers involved in the operation. *Bordeaux City Centre* has been launched largely with the support of public funds, including the European **Urban2/Unités** programme. It is now essential that private partners carry on the work. *Bordeaux City Centre* is a long-term project and needs time for as many participants as possible, and notably shopkeepers, to appropriate its new services and take their place in this collective effort".

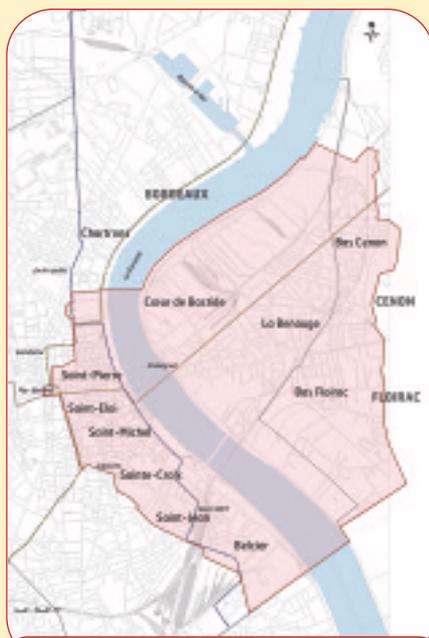
* Bordeaux Town Hall, Chamber of Commerce and Industry of Bordeaux, Chamber of the Professions, European Union, Bordeaux Commerce Federation, Association of Chain Stores.

>>> Zoom on a Project

Micro-credit? Mega-credibility!

Aware of the many successes of micro-finance around the world and its role in sustainable development to combat poverty, the General Assembly of the United Nations has proclaimed 2005 International Micro-Credit Year. In France, it would seem to be an excellent tool for helping job-seekers or those living on benefit to create their own activity. Here are some examples in the heart of Bordeaux.

The Association for the Right to Economic Initiative (Association pour le Droit à l'Initiative Economique - ADIE) and the Local Development Social Fund (Caisse Sociale de Développement Local - CSDL) offer people who are excluded from the labour market and the traditional banking system to create their own companies and their own jobs. To do this, after an in-depth examination of the application files, these two associations award loans or loans on trust to finance business creation projects. The CSDL grants loans of amounts up to €12,000 over 5 years to top up other



Territoire URBAN2/Unités

bank loans. The ADIE, meanwhile, can make loans of up to €10,000 to business creators who have no possibility of borrowing from a bank.

The **Urban2/Unités** programme is supporting these two associations by supplying funds for their loans. The aim is to make the Urban territory even more attractive to those creating their own businesses by lowering interest rates and increasing the number of zero-interest loans. Since January 2003, **Urban2/Unités** has thus financed 62 loans and supported the creation of



76 jobs in a variety of service activities (construction and trades, human services, catering...).

It is a great satisfaction to note that, in this target population, the survival rate of these businesses is equivalent to the national average, or even higher. This is not only a sign that the beneficiaries of the loans are serious and motivated, but also that the two associations are carrying out their mission most effectively. The ADIE and the CSDL are receiving increasing numbers of loan applications, so micro-credit would certainly seem to have a very bright future.

For further information:
Caisse Sociale de Développement Local: 05 56 33 37 97
Association pour le Droit à l'Initiative Economique: 05 56 29 09 23

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or www.urban-unicites.com
A brochure is at your disposal.