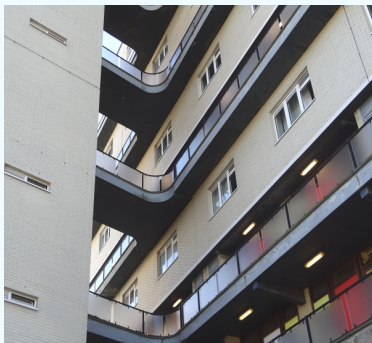


Braem in focus

The Braemblokken are the heart of this neighbourhood, where architecture, living together and history come together. In the community centre Nova, the connection between residents grows and shopping centre Den Tir brings life and connection to the neighbourhood. Discover the neighbourhood, its people and places.



About the project
For this assignment, our group, ISW2, went to the Braemblokken to conduct interviews with residents. During these interviews, we gathered valuable information about their needs and requirements, as well as their strengths and the challenges they face.

01 Needs and requirements

The results show that security and crime are the biggest problems, mainly due to drugs and not enough police security. More green and play space is also a big desire.

Furthermore, residents complain about dirty streets and fly-tipping, and housing also remains a concern, especially around affordability and housing quality.

02 Strengths and challenges

Kiel is a diverse and easily accessible neighbourhood where many residents like to stay. Multiculturalism is a strength.

At the same time, there are challenges such as housing, deprivation, safety and the presence of loitering youth.

03 Potential

There is a lot of potential to make the neighbourhood more liveable. For instance, there could be more greenery through actions such as tile swapping, where paved areas are replaced with plants. A new playground would give children more safe play space. Encouraging group connection, for instance through neighbourhood activities or meeting moments at the community centre, can also promote a warmer neighbourhood.

06 Conclusion

During our research on the Kiel, we learned how important it is to really hear residents. Despite its negative image, it turned out to be a neighbourhood full of connection, pride and diversity. At the same time, we found that there are major concerns about safety, cleanliness and housing quality. We noticed how diverse experiences are, and how valuable it is to take this diversity seriously.

04 Findings

- Pride in diversity is strongly felt by many residents and has a unifying effect within the neighbourhood.
- Striking contrasts are visible in the neighbourhood:
 - Residents often gave different answers to the same questions.
 - This indicates a great diversity of experiences and perspectives.
- Many people do not know SAAMO or what exactly the organisation does.
- This provides opportunities to strengthen SAAMO's visibility and communication in the neighbourhood.

VERDICT OCCUPANT

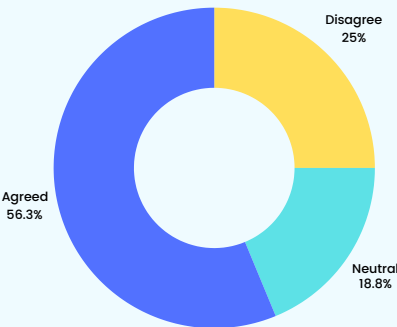
'I am proud of the multiculturalism that makes the Kiel so special.'

05 Neighbourhood image

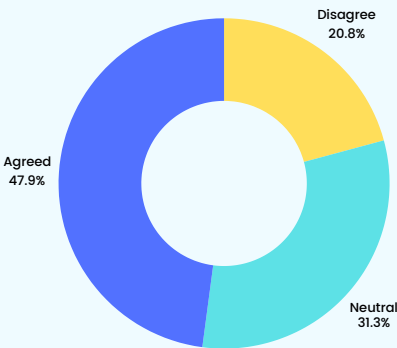
The Kiel often gets a negative reputation on social media and in the news, while the reality is more nuanced. During the day, there is peace and quiet and a lot of connection between residents, thanks in part to the community centre.

Many residents have a clear vision for their neighbourhood and know where improvement is needed, but feel unheard by the city government. It seems as if the Kiel is sometimes forgotten. Direct questioning of residents is essential to include their voices in policy.

25% of residents say they are not satisfied with the quality of their homes



20.8% say they are not satisfied with the connectedness between neighbourhood residents



Satisfaction with living in this neighbourhood

