



## A NEW STAGE NEW MEASURES

### A LAW A NEW STAGE

In order to sustainably reduce inequalities affecting people living in working-class areas, the metropolitan policy had to be reviewed in depth: reassess the territories, change the method, maintain the actions that had proved to be appropriate and implement new measures.

Since I joined the Government in September 2012, my focus has been on efficiency: we can no longer afford half-measures and a sprinkling policy.

**The national policy for cities** rests on three major pillars: simplifying the systems, concentrating efforts on the most vulnerable areas, and increasing the involvement of residents in the decisions that affect them. By putting the people at the core of the policy for cities, this law draft is a new step towards restoring republican fairness between the territories.

**François Lamy,**  
minister delegate for the city

### PRIORITY GEOGRAPHY



IN ALL,

# 1,300 AREAS

WILL BE IDENTIFIED AS PRIORITY BY 2015, AS OPPOSED TO NEARLY 2,500 TODAY

An updated and simplified geography to benefit the most vulnerable territories: it is with that in mind that the Government has wanted to reform the priority geography. For this purpose, a unique perimeter, the **priority area** of the national policy for cities will be created. All the new areas will hence be identified on the basis of a single criterion: the share of the population with an annual income below 11,250 Euros. This choice is justified by the close link connecting the income criterion and the other social sensitiveness indicators.

### THE ADVANTAGES

- A specifically reinforced mobilisation of other policies
- The regulatory derogations and exemptions
- Financial adjustment mechanisms, including a new policy for cities endowment fund
- Specific credits allocated to the national policy for cities
- Urban renewal credits (for the most dysfunctional urban sites)



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## CONTRACTS FOR CITIES

New **contracts for cities** will replace the social urban cohesion agreements by the end of 2014, and for a duration of six years, i.e. that of the municipal and inter-communal mandate. Inter-communalities are responsible for strategy: they will lead and coordinate the approach. The town councils retain the operations leadership, as well as guarantee that proximity issues are taken into account. The State, region, department, metropolitan policy players, and non-public actors (businesses, inhabitants, associations) will also be involved.



BEFORE FULL IMPLEMENTATION IN THE COURSE OF 2014, THE DRAFTING OF THE NEW CONTRACTS FOR CITIES IS PRESENTLY PREFIGURED ON 12 SITES.

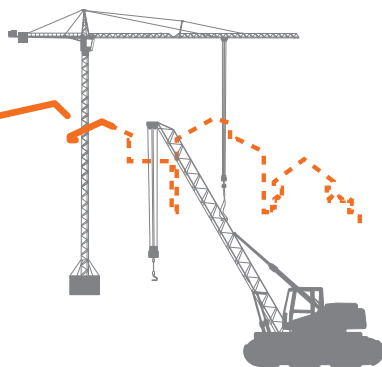
## WHAT IS CHANGING

- A coordinated account taking of social, economic and urban issues
- An inter-communal backing, in close cooperation with the towns
- A reinforced involvement of common law and of the metropolitan policy players
- An improved connection with the other existing plans, schemes and frameworks (PLU, SCOT, PLH, State-Region planning contract)

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## URBAN REDEVELOPMENT

THE LEVEL OF PARTICIPATION AND THE ROLE OF THE LOCALS WILL BE REINFORCED



Once the initial programme has been completed – the 2013 deadline of which was extended to the end of 2015 to allow all government funded urban redevelopment projects to be finalised – a new programme (NPNRU) will be launched (2014 - 2020). Integrated in the new metropolitan contracts, the projects falling within the **NPNRU** scheme will focus on a double goal: concentrate on the future urban redevelopment operations involving the priority areas only, and meet the needs not covered by the PNRU.

## IN FIGURES

- 5 million people concerned
- 5 billion Euros committed to the NPNRU

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## EMPLOYMENT

# THE “EMPLOIS FRANCS”

(subsidised employment)

FINDING EMPLOYMENT WITHOUT MOVING ADDRESS

Fighting youth unemployment in sensitive areas, as well as the discriminations they suffer when seeking employment: this is the target of the **“emplois francs”**, which are being tested over three years in 40 areas nationwide.

### The criteria

For the youth: to be under 30 years of age, having resided in a Zus for at least six months, and sought employment for at least twelve out of the past eighteen months.

For employers: to be in the merchant sector as a priority. Location is not an issue.

### The advantages

By recruiting an eligible youth, with an open-ended contract and on full time, the businesses benefit from a flat-rate state contribution of 5,000 Euros. If the 10,000 jobs created by the end of 2015

prove to have been successful, the scheme will be extended throughout France in 2016.

## OTHER MEASURE

- Youth employment in sensitive areas also involved **jobs for the future**: 30% of jobs under this scheme created by 2015 are reserved for youth with little or no qualification from the sensitive areas seeking employment. In the education sector, priority is given to Zus students.

# CHANGE THE METHOD

## PARTICIPATION OF THE RESIDENTS FIGHT AGAINST DISCRIMINATIONS THE MEMORY OF AREAS

The Government has wanted a shift in perspective; indeed, it is a new stage in national policy for cities, involving:

- the implication of other policies through the signature of inter-ministerial agreements;
- the involvement of the players concerned with this policy, and in particular the local people, to partake in its development and implementation;
- the fight against territory-linked discriminations.

**“The other members of the community must come to these areas: theatre, museum, university, to ensure that the city extends to those territories.”\***

**“The main purpose of national policy for cities is social mixing, and its first enemy is discriminations. These barriers are insidious and intolerable. But if anything, they are illegal. We must focus our efforts on making sure that the law and equality are complied with.”**

**François Lamy, minister delegate for the city**

**“The address attached to an area is a problem for employers, who make up their mind without knowing the people.”\***

**“The richness of associative life is essential, but it cannot counterweigh all the failures.”\***

\* Source: inhabitants and associations notes. Nationwide discussion “Let us change our local areas”

## EDUCATION



TO IMPLEMENT A PROCESS OF CONVERGENCE BETWEEN PRIORITY EDUCATION AND THE NEW GEOGRAPHY OF NATIONAL POLICY FOR CITIES TOWARDS EDUCATION SUCCESS FOR ALL.

The zoning of **priority education** will evolve consistently with the new geography of national policy for cities. As part of the “school rebuilding” law, several measures involve more specifically the Zus school population: schooling for the under 3 year olds, “more teachers than classes” initiative, new school life and medico-social positions, fight against drop-out rates.

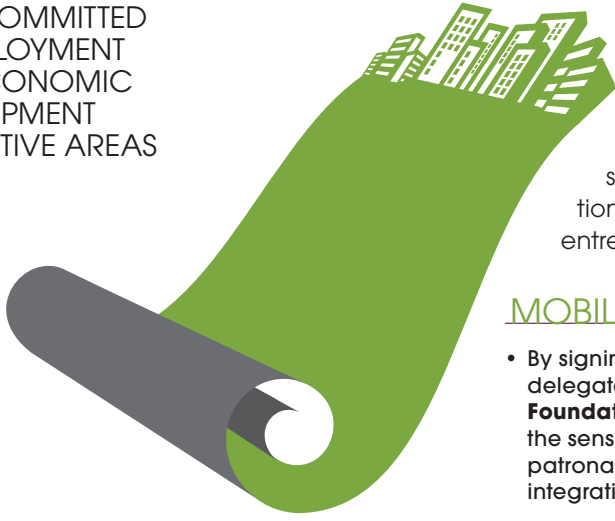
## FACILITATE ACCESS TO HIGHER EDUCATION

- Priority access to social student lodging for bachelors (baccalaureate degree holders) from sensitive areas
- Increase of professional and technical recruitment rate for bachelors from priority areas in the professional-orientated streams of higher education

## ECONOMIC DEVELOPMENT

# 40 BUSINESSES

HAVE COMMITTED  
TO EMPLOYMENT  
AND ECONOMIC  
DEVELOPMENT  
IN SENSITIVE AREAS



In 2013, 40 business have signed the **"Businesses & Sensitive Areas"** charter: they undertake to favour employment or business start-ups for the residents of working-class areas, but also to support the economic, social and cultural development of the priority areas linked to the policy for cities in various domains such as education, guidance, mediation, services to the population, support to entrepreneurship, insertion clauses.

### MOBILISATION ON THE TERRAIN

- By signing an agreement this year with the minister delegate for the city, the **Act against Exclusion Foundation (Face)** reinforces its presence in the sensitive areas: it promotes help to start-ups, patronage in favour of social and professional integration, mediation activities,...

## SECURITY

The 64 **security priority areas** (ZSP) have been operational since 2013 over territories where delinquency is particularly active. Instigated by the interior ministry (French Home Office), these zones cover a large number of areas involved in the national policy for cities. Target: to improve, in the long term, the life quality of the residents of these territories, reinforce social cohesion, and rebuilt the link of trust between the people and the public authorities. Priority is given to delinquency prevention, fight against the underground economy and violent crime, and reducing burglaries and urban violence. An upstream work, closest to the residents, and with the local players is encouraged.



MORE SECURITY AND LESS  
INSECURITY FEELINGS

## WOMEN AT THE FOREFRONT

- Getting the residents involved, and more especially the women, in improving their living environment and reducing the feeling of insecurity for the benefit of all the people in those areas by participating in terrain enquiries and diagnosis: that is the target of the **exploratory walkabouts** that will be extended nationwide after a conclusive experiment carries out in several sensitive areas of the policy for cities.