



Common work strategic guidelines for the local pilot work

Background and objectives with reference to the need analysis

Rural and remote areas in Denmark are nowadays facing several major challenges. The most significant challenge is that several of them lose citizens, while the large cities grow. Another major challenge is the current economic situation. The Government has therefore - supported by all parties in Parliament - completed a reprioritisation of urban renewal framework and implemented a number of initiatives for the benefit of rural and remote areas, so that more resources are targeted small towns. These include allocates to the demolition and renovation of poor housing in the countryside and it gives municipalities new, simpler and improved opportunities for stimulating settlement and realization of industrial initiatives in disadvantaged parts of rural areas, including by allowing the establishment of business and second homes in all redundant buildings in these areas, contribute to the improvement of public transport in remote areas and to provide a well-developed mobile and Wi-Fi infrastructure across the country.

The Municipality of Guldborgsund is one of the municipalities that are facing such problems.

The Municipality of Guldborgsund

As for the Municipality of Guldborgsund the status is as follows:

1. Moving

More people move from than to Guldborgsund Municipality throughout the period of 2008 - 2012. The municipality experiences that every year more people are moving from than moving to the municipality.

2. Young people

It is especially the young, moving from Lolland-Falster to the major cities due to education and employment.

In Guldborgsund Municipality the largest net emigration in the age between 20 and 24 years is seen. Net emigration from the other age groups is, however modest. In 2011 and 2012 38 % of young people moving from the municipality in training or employees aged 15-29 years (3,598 out of

a total of 9,447 relocations).

3. Young women moving

In line with trends at the national level more young women than men are moving to the cities to get an education. In relation to gender, it is worth noting, however, that more men than women in the municipality are moving to and from. Men additions and tenants moving neutralises each other so that the level of net emigration of women and men over time is approximately at the same level.

4. Newcomers Group

Pensioners, early retirement and social assistance recipients make up a large newcomer group. Thus, there are a higher proportion of newcomers than of relocations, with these groups. At the same time there are relatively more relocations than newcomers in the group of pupils in education and employees in the municipality.

Both newcomers and relocations to Lolland-Falster have lower education and income levels than the national average.

42 % of newcomers have primary school as highest educational levels, while the average applies to approximately one third of the population nationwide. Similar trend applies to the relocations. At the same time there are in case of Guldborgsund Municipality more relocations than newcomers who have taken the upper secondary and vocational upper secondary education before they move. These witnesses all in all that many vacating the area to educate themselves and find employment, but less return to the area after the short, medium or higher education. It is noted, however, that more in a professional training are moving to the municipality than moving away.

In the years 2008-2012 there are more 50-64 year olds, moving to than from Guldborgsund Municipality. This group is the only one that has a positive net immigration throughout the period.

Dissemination plan

The dissemination plan consists of different methods for the different target groups.

Target group	Dissemination	Who
The local cultural council	Preliminary meetings	Members of the local cultural council and KSD
The members of the local cultural council	News mails send to all their members to inform them of the project and to invite them to the seminar	The local cultural council
the cultural department of the municipality	Invitation to join the seminar	The National Association and the chairman of the local cultural council
The local cultural council, the members of the local cultural council and the	Seminar and workshops	The National Association and the chairman of the local cultural council

cultural department of the municipality		
The citizens of the chosen place	Invitation to the citizens in the chosen local place to join a local meeting where the chairman of the local cultural council will inform about the project and where the citizens can sign up for participating.	The National Association and the chairman of the local cultural council
The citizens of the municipality of Guldborgsund and local stakeholders	Local media, social media, press release, web-pages	The National Association and the chairman of the local cultural council
National and international stakeholders	Web-pages, meetings, conferences, news mails	The National Association

Evaluation

The evaluation will be done by questionnaires and interviews

Time schedule

Activity	Months (2016)
1. Preparation	March - August
2. Recruitment	August - October
3. Seminar and workshops	October - December

Local pilot strategies

The local need: Art and culture as development potential

Municipality of Guldborgsund identified - by interrogating the group of people over age 50, who moved from the municipality - that better cultural and leisure activities could have helped to keep them in the municipality. Once seniors reach a certain age and become less mobile, the beautiful scenery and the quiet surroundings don't provide sufficient experiences in everyday life. They demand a high degree of cultural and recreational activities.

Oxford Research in another analysis has determined that it is central to people that "something is happening", where they live, and that the city they live in should not just be an empty frame. Cul-

tural activities helps to strengthen the feeling of belonging to a city or local area, and to create commitment and identity, and it makes people want to spend time in the city and the area they live in.

The local plan – key activities and deliverables

- Making the local cultural council aware of the problem.
- In cooperation with the local cultural council debating how to change the situation.
- Invite members of the local culture council (the cultural associations) and the cultural department of the municipality to a seminar where people who have already worked with launching cultural and leisure activities in sparsely populated areas are presenters and lecturers and will as such educate in which activities are needed and how to involve people.
- As guidance for other organisations write a small (pixie) handbook of the project.

The objectives

- To involve as many citizens as possibly in launching and taking part in cultural and leisure activities in sparsely populated areas in the Municipality of Guldborgsund.