



Summary

Trakai 19 February 2010

Four key ideas

- u Attractiveness helps grow the local/regional economy
- u Better images and branding of places can make them more attractive
- u Design of the public realm can make towns more attractive
- u Visionary and inclusive governance is important to delivery of more attractive places.

What is attractiveness?

- u The Attractivity Barometer says it is performance in terms of net migration relative to migration level predicted based on number of jobs.
- u It's likely to be easier to attract migrants than to attract new jobs, and attracting migrants will help create some local jobs especially in services.
- u Being accessible to a city or town will increase Attractivity.
- u Encourage house building and commuting and social activity (cafes etc.)

Attractivity Barometer

- u Will analyse the data for all partners (same data may not always be available).
- u Will explore each partner's performance relative to national average.
- u Will be possible to compare patterns in different countries.

Questions for Policy Makers and Stakeholders

- u Do you want to attract more in-migrants? Would that be “success”?
- u If you do, how can you make the area more attractive to commuters?
- u If you do, then branding is probably not the main approach to follow – Housing, access to jobs and facilities matter more.

Questions for Policy Makers and Stakeholders

- u If you don't want to prioritise the attraction of in-migrants, then what would be "success"?
- u Tourist promotion? What is your unique selling point? Do you have the right accommodation? Are there skills gaps?
- u Managed decline? How to sustain public services? Diversify traditional rural sources of income.

Visionary leadership

- u Whatever your development priorities are, urban-rural relations “meta-narrative” matters and you need your local stories to connect it to a territorial development approach.
- u Find your NGOs.
- u TiF will provide you with tools to deliver this: toolbox for regional scenario planning; guidelines on new narratives about design and development of places – e.g. town centre enhancement, child-friendly environments, inclusive settlements and new rural roles.

What you need to do soon

- u If you have not done it already, please complete your SWOT & send it to Indre by March 8th.
- u Be ready to complete a template describing your main success story (we need to start building items for the “Roadmap to Highlights in the Rural BSR”).
- u Start thinking about briefing your council and organising a local launch event.

Messages from Trakai

- u TiF is about transferring ideas and tools – but not solutions: the decisions on solutions rests with each partner.
- u The language we use to describe places is outdated – “rural” does not necessarily mean agricultural, networks connect spaces that can be used for multiple purposes.
- u Small initiatives can have a cumulative effect.
- u Councils need to think about how other partners – neighbours, consumers, SMEs and NGOs – can help them and what incentives the councils can bring to a regional development partnership.