

# Work with scenarios for Jelgava Local Municipality and the link to New Narratives & Story telling and to investment

Anita Škutāne, project coordinator

Trebbin, Germany, 27<sup>th</sup> October 2011



© ARHITEKTONIKA 2004

## FROM AN IDEA TO THE IMPLEMENTATION

## SCENARIO PLANNING AND TERRITORY DEVELOPMENT PLANNING

Jelgava Local Municipality (JLM) established on September 2009.  
Consists of 13 rural municipalities

### Long- term planning documents:

Territory planning of JLM 2011 – 2023 (started on 26th September 2009, will be approved during next Council meeting)

Embraces Development Strategy of JLM 2011 – 2023

### Midterm planning documents:

Development programme of JLM 2011 – 2017 (started on 27th January 2010; approved by the Council on 20th June 2011)

## MAIN DEVELOPMENT TRENDS

**Strategic goal:** Jelgava Local Municipality – attractive environment for living and working

To improve and create environment for **family** (families who already live in municipality, new families with children, inhabitants at working age)

To improve and create environment for **entrepreneurship** (businesses already operating in municipality, newly established businesses, businesses who want to change their operating place)

To improve and create environment for **recreation and inspiration** (inhabitants, guests or tourists, people crossing the municipality)

## MARKETING PLAN FOR JLM

Evaluation:

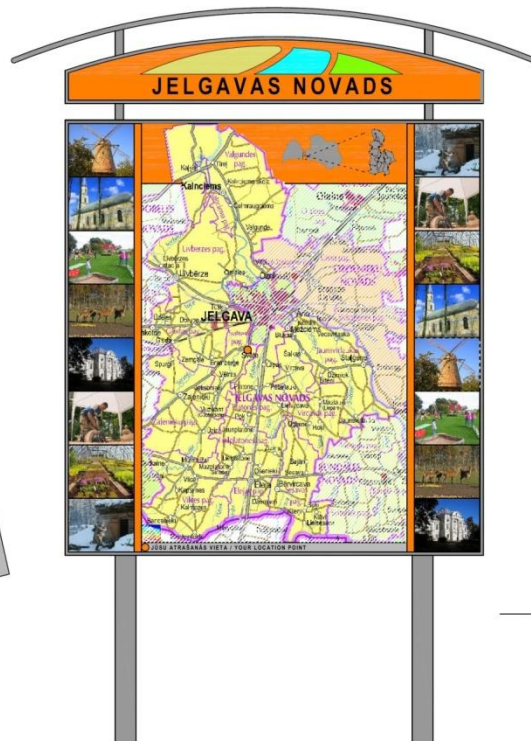
1. To define our target groups,
2. To find out their needs,
3. To define our strengths and weaknesses,
4. To get acquainted with competitors` offer.

First step – BRAND.

Brand should be: unique, attractive, appropriate, trustworthy, lasting.

# SIGNAGE DEVELOPMENT PLAN

Links scenarious, new stories and marketing plan



## FACES SUM-UP PLACES

In summer 2011 in cooperation with University students 68 local people were interviewed in 17 rural villages of JLM. Interviewees age: 3 – 83 years old.

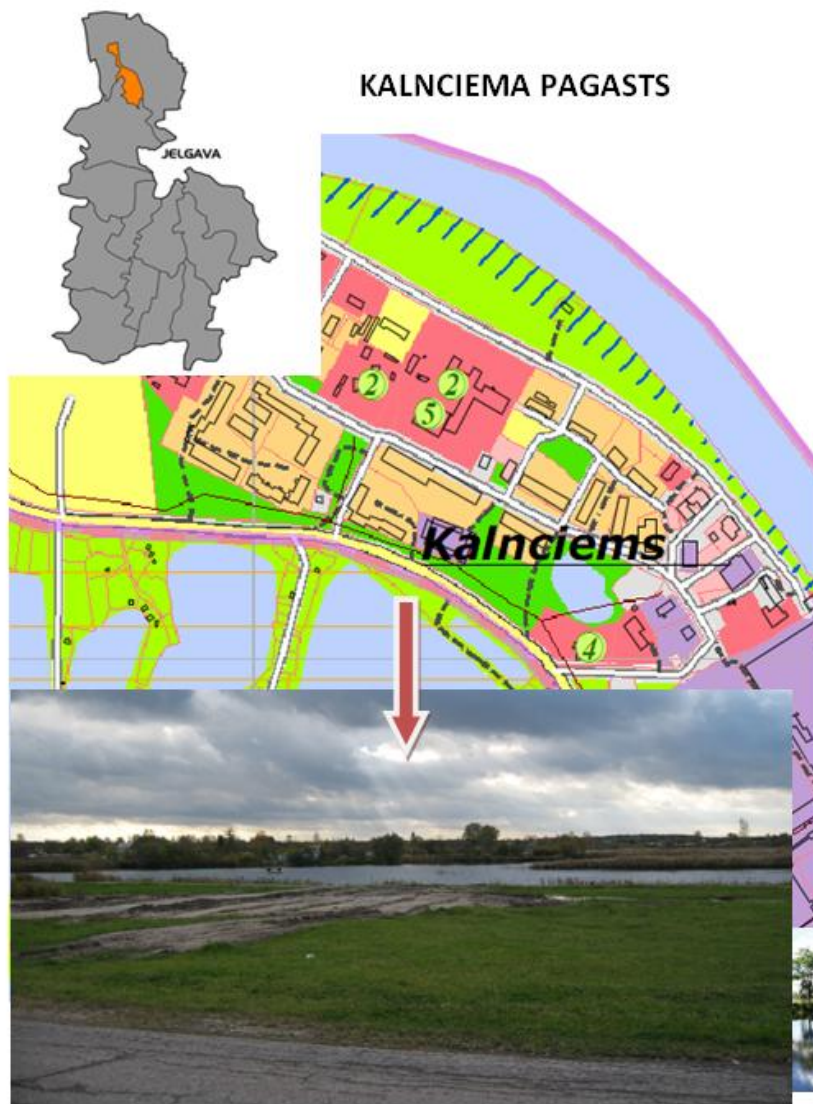
### Questions:

1. What I`m proud in my village with?
2. What would I show for my guests in my village, in JLM?
3. What object/ site would you like to see to be built/ implemented in the future?

### Results:

New stories about the existing things  
New ideas for development

## SPREAD OF THE BOOKLET (EXAMPLE)



Kalnciemā ir vairākas vietas, kas ir raksturīgas tikai Kalnciemam un rādāmas ciemiņiem. Kalnciema pagasta Ziemeļu daļa atrodas Ķemeru nacionālā parka teritorijā, kur sastopamas daudz aizsargājamas putnu un dzīvnieku sugas, var apskatīt sumbrus.

Kalnciemā ir ļoti daudz ūdenskrātuvju, šeit ir labas makšķerēšanas vietas. Iebraucēji labprāt makšķerē ūdenskrātuvēs, kas palikušas pēc mālu ieguves vietējai ķieģeļu rūpniecībai.

Šobrīd Kalnciemā trūkst atpūtas vieta jauniešiem, vakaros nav kur iziet un apbūt kopā ar draugiem, pasēdēt. Vajadzētu kādu kafējnīcu vai krogu ar daudzām atpūtas iespējām.

Līdzīgas atpūtas vietas varētu būt izvietotas arī Jaunsvirlaukas pagasta Stalģenē, Svētes un Līvberzes pagastos pie Svētes upes un Valgundes pagastā pie Lielupes upes.



## ONE CRAZY IDEA PER YEAR

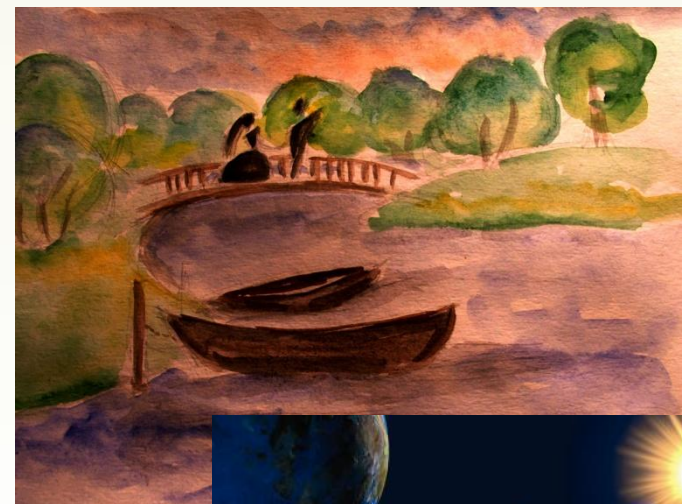
Another approach to attract inhabitants to JLM

Object or event

It should be crazy, interesting, worth of being proud!

Crazy could be also an usual thing if its design is changed, for example:

- Activity ground for children;
- Cafe, recreation centre on the water;
- Students families house;
- Park for newly married couples, etc



## ONE CRAZY IDEA IN JLM

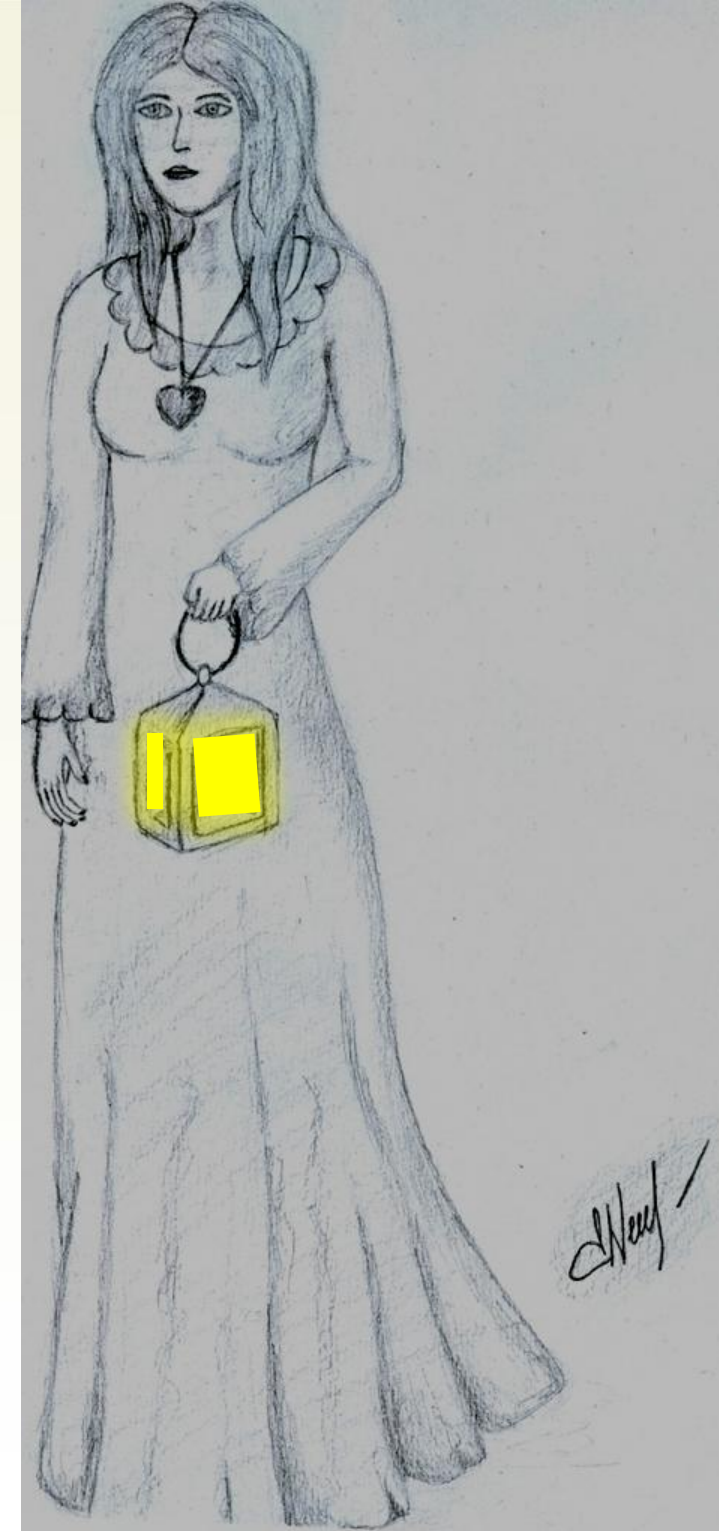
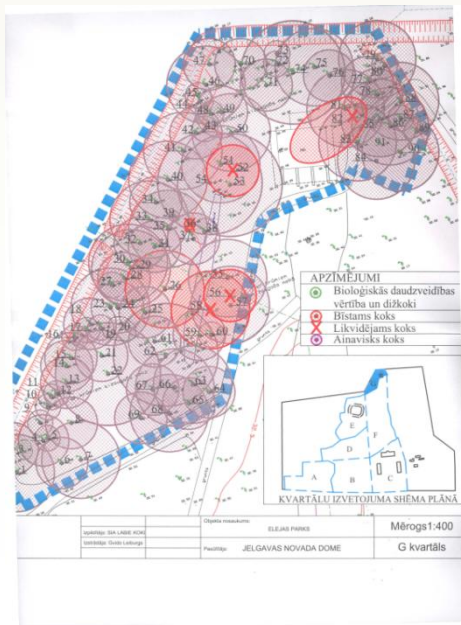


## INVESTMENT PART OF THE TIF PROJECT

Location – **Eleja Manor park** – chosen by Council`s decision;

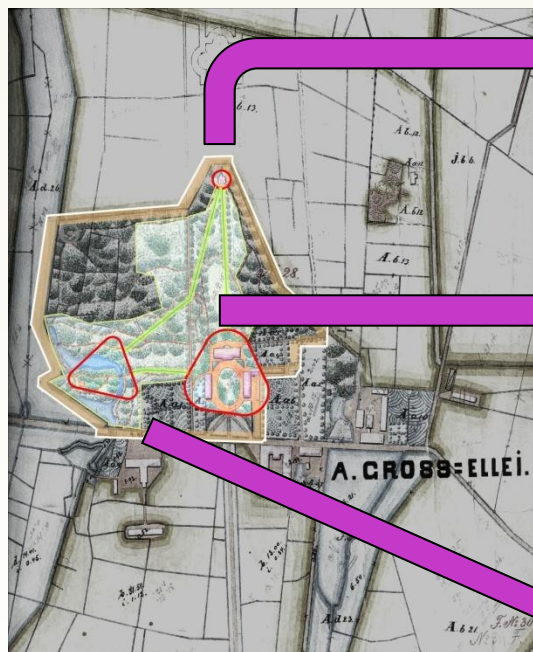
**Competition** among schools;

**Tree audit** done and **landscape development plan** with paths and alleys elaborated

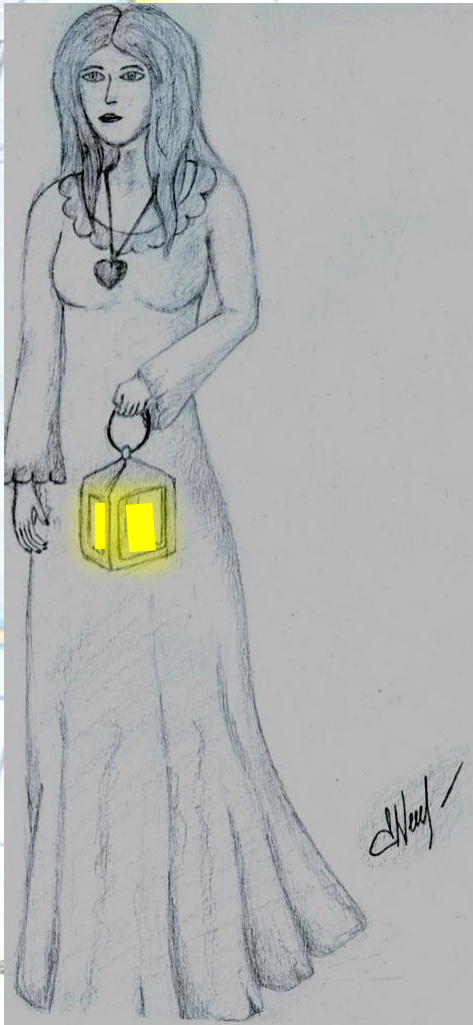


## INVESTMENT PART OF THE TIF PROJECT

Theme of **unhappy love** (sculpture, flashing lights, sounds, ghosts)



# INVESTMENT PART OF THE TIF PROJECT



# Thank you!

Anita Škutāne

+371 63022093

[anita.skutane@jelgavasnovads.lv](mailto:anita.skutane@jelgavasnovads.lv)

Inese Baumane

[inese.baumane@jelgavasnovads.lv](mailto:inese.baumane@jelgavasnovads.lv)

Anna Krastiņa

[anna.krastina@jelgavasnovads.lv](mailto:anna.krastina@jelgavasnovads.lv)