



CUPIDO

CULTURE POWER: INSPIRE TO DEVELOP RURAL AREAS

CUPIDO REPORT - CULTURAL PARTNERS

WP3 - Power of Culture, the DNA of a region

Howest University of Applied Sciences, Belgium
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1 INTRODUCTION

I have so many ideas that my head is bursting.

What is the characteristic cultural DNA of each area, what can be developed and how can it contribute to job creation?

Through this survey, we want to know what the needs and expectations are of the local community to improve the attractiveness of each area.

We want to discover insights that can lead to new business-ideas and formats which in turn must improve the attractiveness of the areas and lead to job creation within the cultural/heritage field.

2 43 INTERVIEWS

2.1 RESULTS

***Which are – according to you – the most important cultural identifiers of this area?**

Middelburg

- Historic center with many monuments
- Compactness and old streets with several layers of history still visible
- Richness of the Golden Age
- City of merchants and traders
- Intimate character
- Diversity within walking distance
- Decent, with allure
- Surprising food and beverages
- A village with the allure of a city
- City of Lords
- Arts with a capital A
- Capital of the Province
- High number of (cultural) events

Sunne Municipality

- Nature and it's landscapes
- Dialects (language)
- Simplicity of life
- Helpfulness
- Västana theater: dance, costumes, music
- Immigration (Finnish people, 17th century)
- Storytelling
- Spa, sauna: taking care of our bodies
- Alma Löv Museum
- Culture Week

USN

- Telemark Canal
- Car racing culture
- A rural place
- Family-oriented
- Iron work
- Brass music
- Fishing
- Working class culture: firewood stacks, berry picking, fishing
- Clay, tiles
- Agriculture
- Industry

- Traditions

Westhoek

- Dark Ages
- World War I & the touristic programs that have been built around it
- Smuggling in the past, stories about the borders
- Dranouter Festival (Folk and World music)
- Watou Art Festival (visual arts & poetry on different locations in the houses in the village)
- Well known cultural centers (Koksijde, Ieper)
- City of Ieper
- Nature and its landscapes
- Agriculture, farming

Värmland

- Storytelling tradition
- Folk music tradition
- Nature and its landscapes and the forests
- Typical architecture of the smaller towns
- Many famous writers and artists
- Paper mills
- Factories

Folkestone

- Music
- Arts
- The Triennial
- The Harbor Arm (drinks, food, music)
- The Old High Street
- Consumerism (art as a consumption product)
- Business and money oriented
- Risk taking
- Offering opportunities (regeneration)
- The big change
- Victorian heyday visible at the seaside area
- The sea, the coast
- Food
- Mix of cultures

Morsø

- People do it on their own (selfdrive)
- People like the low key
- Shellfish industry
- Nature and its landscape
- A strong cultural energy
- A strong community feeling

- Co-creation
- Agricultural community
- Industrial community (iron)

HIE

- Neolithic archeology
- Everybody practices art: it is just what people do
- The Highlanders Museum: cultural heritage, military museum that you can also visit virtually
- Feis Rois: center for Gaelic arts and language
- Sea
- Fishing villages
- Traditional music
- Legends
- Whisky industry
- Language
- Background of people, their origins
- Religion
- Highland Clearances (forced emigration 18th century)
- Crofting (farming, agriculture)

***Why do you think these are the most important cultural identifiers of this area?**

Middelburg

- Visible in the presentation/ appearance of the city

Sunne Municipality

- They reach out nationwide and also on an international basis
- They bring people together
- They bring people to Sunne

USN

- It is an important workplace until today
- The whole community was and all families were related to the ironworks

Westhoek

- They reach the most diverse and widest audience
- They have national appearance
- Part of the collective memory
- The story and the monuments that go with it are easy to sell to tourists
- People from all over the world are very interested

Värmland

- The storytelling tradition is still practiced by a large part of the population
- Everyone living here is ambassador for these identifiers
- It is an old tradition

Folkestone

Morsø

- They are the most prevalent
- It is unique to this area
- The Queen is very familiar with the shellfish industry
- As in island we have been isolated from the mainland and therefor are used to do things on our own

HIE

- Because it's in our culture to be open (therefor everyone participates)
- Because of tourism programs
- They bring the past to the present and connect people to that past
- It is still an emotional topic (Clearances)

***Do you share the view that these should be the most important cultural identifiers?
What do you believe should be more prominent?**

All of the respondents agree. Some of them like to add something.

Middelburg

- There are themes that could be interesting:
 - Freedoms (4 Freedoms Award)
 - Lack of Freedom (history in slavery)
 - Emigrants and imigrants

Sunne Municipality

- We should talk more about Finnskogen (forest where Finnish people used to settle, 17th century)

USN

- Agree

Westhoek

- Agree

Värmland

- Let's not forget about the Värmland Lake and the maritime culture over there

Folkestone

- Agree

Morsø

- The strong community feeling should be developed more

HIE

- The emphasis is on the Neolithic, but we try very hard to encourage people to go to other things as well, therefore we put much effort in the restoration of Scapa Flow (bay in the Orkney-islands)
- Let's not forget about the Colonialism era and the Highland Clearances era and their global impact on human rights and cultural identity

***Would you like to change something about it? Why and what would that be?**

Middelburg

- More connection
- More inspiration
- More long-term vision
- More ambition
- More money
- More guts
- More liveliness, especially in winter-times
- More educational institutions with external appeal
- More focus on young people
- Switch from competition to collaboration
- Explore opportunities with business partners
- Show the village and the city in the promotion

Sunne Municipality

- In need of more places to stay for tourists
- In need of more aesthetic apartments

USN

- Having skilled people do the promotion and pay them, not just rely on volunteers to do this
- There should be something gluing us together as a community
- Work more transdisciplinary (agents in both private and public sector and volunteers)

Westhoek

- The folk music needs more attention
- Less control of who is in management, so people that work in cultural spaces could be freer to do things and take initiative

Värmland

- The challenge is to connect to the young, get them away from their mobile phones and enthusiastic for what is happening here
- Work on gender issues: the stories told are mostly carried out by men. We need to look for the stories of women and children as well

Folkestone

- More emphasis on the opportunities for young people to start their own business
- High Street should become a livelier space

Morsø

- We should work more across disciplines, ideas, networks and interests
- The traces of our past should be more visible all around the island

HIE

- Tourists are very restricted when visiting the sites. I would love it if people could move more freely and discover (f.e. inside a manor)
- Improve communications
- Involve young people and learn them to tell stories, teach them traditional music and offer opportunities to develop their skills
- Make more publicity for the cultural identifiers
- Get the focus also on the east coast
- Doing research on the impact the Clearances had on where we live today
- Build on the model of community engagement to connect people with their heritage

***Can you think of other cultural/ heritage related projects that serve as opportunities, but which are now underdeveloped in your area?**

Many projects have been mentioned.

***Do you have any idea why these are not so obvious or visible at this moment?**

Middelburg

- Because of lack of money
- People tend to work on 'their island'

Sunne Municipality

- It is hard to make money in this business, leads are mostly built on non-profit work
- We don't always see the value of it

USN

- The politicians might have stepped back because of a split in two centers and they don't see how to keep both satisfied, therefore there should be more collaboration if we want things get done

Westhoek

- It needs more money
- It needs more media attention
- All the attention goes to World War I

Värmland

- We need our politicians to find these important as well in order to get attention and promotion
- The tendency is to travel far away and to experience elsewhere

Folkestone

- All depends on the vision of the people running it and the resources they have
- There is a lack of funding for these projects
- There is a lack of leadership
- Artists need more and bigger spaces and facilities

Morsø

- It is not in our local culture (to eat shell fish), so local people don't care that much, they don't feel it's for them
- Many people find stage art a bit high browed and don't feel involved, don't feel it's for them

HIE

- There's a lack of advertising around these initiatives or places
- It needs funding
- It needs staff resources

***You have just named initiatives that are less obvious in the area. How do you feel about that?**

Most respondents feel frustrated, disappointed or feel pity. One person is optimistic because he feels social media offers great opportunities to develop businesses.

***What would you like to change about it?**

Middelburg

- A well-coordinated and well-structured digital platform that gives a complete overview of the (cultural) offer and this in several languages

Sunne Municipality

- We need more places to stay for tourists and visitors
- We need more aesthetic apartments
- We must make it easy for the old people to sell their houses so the younger generations can get in

USN

- We need more collaboration

Westhoek

- It needs more attention through promotion

Värmland

- Politicians should place culture and cultural heritage higher on the agenda
- Our hosts should be more skilled in hosting
- Support in language education
- Public transport should improve
- Facilities should be improved
- There should be better food and drinks services
- The creation of an interesting experience
- There is no cooperation, since each one works with the own priorities

Folkestone

- The big real estate businesses should leave, to keep rentals affordable

Morsø

- We need more initiatives

***What is needed to make these initiatives more visible?**

Middelburg

- Knowledge
- Vision
- Persistence
- Ambition
- Guts
- Money
- Strategy
- Better communication
- Not just talk, but DO things
- Do things together

Sunne Municipality

- Give support to talented people, so they will stay instead of leave

USN

- Social media courses (and other courses on marketing and communication) to those involved in cultural/ heritage projects
- Politicians and administration should take their responsibility and get involved
- Human resources

Westhoek

- More attention from the government
- More communication
- Money
- Creativity
- Stop the brain drain

Värmland

- Enthusiastic people who start and run things, but also a long-term strategy to make these ideas survive as enthusiasm fades out
- Better infrastructure
- More facilities
- A concept for the wider region
- Help people to present their story, initiatives, projects
- Think about what we can offer to make people enjoy nature
- Think about interactive ways of presenting culture and heritage
- We need to talk to each other and agree upon a cultural DNA, so it would be easier for investors to know and decide what they should invest in
- You need to activate people and be accessible and that takes a lot of resources
- Cooperation leads to more offer

Folkestone

- It requires more resources (money and people)
- It needs skill sharing
- It needs people to take initiative
- It needs access to the right kind of capital
- Time is important not only to develop, but also to make visible and communicate
- It requires efforts and the right people to raise the awareness with local politicians
- The story of change should be told really clearly in the town, which is about communication and reaching the right public
- Better infrastructure for artists
- Access to scholarships and funding for the younger generations
- An opportunity for the young graduates to showcase their arts

Morsø

- The municipality should take initiative to be in charge and roll out a plan to make it visible all over the place
- We need to start developing new business models
- We need to involve the next generation through education where we learn them to make concepts and invite the public so these young people would get the energy to start by their own
- More opportunities for the young
- Choose a focus, not try to do everything at the same time

HIE

- Explain how public transport works here to visitors
- Better self-promotion
- An online database of things to do
- Make children more aware through schools
- More funding

***Can you give some examples of innovative businesses that are at work here at this moment?**

***What exactly defines the innovative aspect?**

***What do these contribute to the domain of culture and heritage?**

***Where do you see opportunities for improvement with regard to these innovative businesses?**

Middelburg

- Foodcurators: designers that create overall concepts with food
- Several retail and catering concepts that by mixing things together create new things
- Zeeuws Museum: tell the story about the past with the help of artists and designers that give it a contemporary application
- Zeeuws Archief and their Google Arts & Culture initiative offering a digital exhibition: pioneers
- Discount vouchers one gets when using a bike: long term vision on a livable city
- City Theater: working on sustainability issues, integration of the latest ICT and technology solutions

Contribution:

- Innovative catering based on authentic, historical ingredients
- Pottery based on authentic, historical ingredients
- Innovative and exclusive products to sell
- Diversity
- Surprising factor
- Giving us national visibility and exposure
- City looks more beautiful and is better accessible
- Attracting high-level artists and audiences

Opportunities for improvement:

- Guts to not let the commercial interest prevail
- Spaces that could serve a new meeting places
- Other institutions could create activities/ projects within that same theme, within a coherent framework of several other themes that would stimulate collaboration between them
- Employees of the institutions as ambassadors and connect the city to the client
- Reduce prices for transport connection to the island

Sunne Municipality

- Guiding tours in the surrounding nature: passion for what they do
- Residens Gunnerudsgarden as a meeting place for artists and public to exchange ideas
- Brobygrafiska: vocational school with teachers from all over the world: new thinking, forward-thinking, using new technologies (3D ao), questioning and researching on the environmental impact of packaging which is important for the future

Contribution:

- Spreading the word about our culture and heritage to future generations
- Incite people to make a visit in nature
- Contribute to guest's experiences
- Inspiring for students
- Good work and knowledge is passed on in new directions

Opportunities for improvement:

- Offering an allowing environment where people can make their dreams come true
- Give the work of the students more exposure, let them have exhibitions, give them status
- Tell everybody when something good is happening here
- Exhibitions that are more daring, exciting and forward-thinking
- More events where culture-workers meet other entrepreneurs

USN

- Victoria and Hendrik-shop mixing café and shop
- The smallest cultural center of the world in the backyard of a private person
- Iron Works (*I guess*)
- The camping-sites: they draw customers here, they make Lunde known
- Irene Haugland (famous knitting wear)

Contribution:

- Opening up for people who are alone
- Selling food made by the local residents, good for the economy
- It brings fun
- An icon for the municipality makes it easier to develop further instead of starting from scratch

Westhoek

- In the food sector: the small food chain, from field on to your plate
- In the cultural sector: a database where you can see common images of your ancestors
- Musea with digital and advanced technological features (to make it more appealing to younger generations oa)
- Beauvent bio famers: using sustainable energy and high-quality local products
- The use of AR and VR to re-construct what was once but now has disappeared
- The storytellers, podcasts, vloggers, bloggers: it's a trend now
- Melexis & Picanol: world players resp. in electronics and weaving machines

Contribution:

- They lift up the cultural sector
- Bring in something fresh and positive
- Attract people and visitors

Opportunities for improvement:

- Think wider, faster, don't be afraid

- A good mobility plan

Värmland

- Wood Region: relates strong to the forestall tradition, combines wood as raw material with 3D techniques of printing
- Agera Games: social innovation with VR and AR
- Another company: visualizing buildings with VR
- Innovation Park: a gaming platform that mixes cultural traditions with game development
- Sticky Beats: VR in cultural and touristic contexts where digital interactivity, experience and participation of the visitor are the focus

It's about daring to do things in an unproven context, driven by curiosity.

Contribution:

- The keep the countryside alive
- Carry on the Swedish tradition
- Bring the forestry tradition forward
- Maintaining culture in a new way
- Dialogues
- Help develop the regional identity

Folkestone

- Some restaurants that are creatively conceived
- Some digital marketing companies
- Restaurants or food suppliers that give workshops and built a community around them: their innovation is about connecting people
- Cognitive Media: visual storytelling for very large clients and therefor being able to attract and employ some of the most talented people

In Folkestone many rather believe there's not so much innovative projects or initiatives. For those who do it's about having new ideas, taking risks and having faith in their concepts.

Contribution:

- People will follow, setting trends
- Bringing a different kind of energy to town
- Creates a collective, a community
- Create jobs
- Brought more creative people to this place

Opportunities for improvement:

- Financing young people for what they want to do
- Reconsider the existing schemes from the local government since they are not suited to meet that purpose (financing young people) businesses that are well established should support the newcomers
- More networking
- More helping each other

- Better communication
- Better storytelling about this place

HIE

- Museum and University developed VR headsets for virtual museum tours: linking the past and present with new technology
- FnG developed a live stream TV for concerts and events, in order to reach communities that can't access these events on a regular basis or not at all (f.e. people living far away or even abroad): using social and other digital media to reach international audiences
- Timespan: evening catering service (new)
- The community bakery which shows itself a supportive network for producers and sellers which in turns brings economic benefits
- Opening up for people that are not able to access the arts easily

It's about individuals coming together and sparking ideas of each other. A few people have come together at the right time, people that were prepared to spend time and invest in the community, that found good fundraising. They appointed an artist that brought creativity.

Digital is key.

Contribution:

- Encouraging people from the region that are older or come from further away to visit on a repeat basis
- Interaction
- Makes people think more about their own community
- Give young people the opportunity to gain skills that make up our culture
- Giving our culture a platform
- Keep local traditions alive
- Bringing people together
- Creating a collective working environment

Opportunities for improvement:

- There's a better understanding needed of the need for longer term funding
- Improve processes like more online systems that reduce wasting paper and such, more environmental-friendly
- Improve processes to fight volunteer burden
- Make our reach bigger through online systems
- Provide digital education
- Develop a new hotel (for Skye)
- Work on local anchoring, getting the support
- Keep up with newer and more modern technology (*we are behind all the time*)
- Green Cultural Funding scheme to enable new collaborations between cultural and agricultural sectors that explore the global issue of climate change

Morse

- Plans for establishing incubators for people who want to work with the oyster hatchery
- The robotic company (*but they do not engage in the local community or heritage*)
- Engaging younger people in theatre through new ways of interpreting theatre and tell stories in fresh new ways

Contribution:

- Keep it alive and relevant
- Brings pride to the community
- Increases awareness about the heritage

***Do you know initiatives/projects in this area that put cultural and/ or heritage at the center of their business-model?**

***Where do you see opportunities for improvement with regard to these projects?**

Here we picked those examples that add more or new information.

Respondents have given more examples, but those have been talked about already in previous questions.

Middelburg

- Oostkerk: innovative programming within historic building
- Concertzaal: making the most of unique acoustics
- Kloverniersdoelen: perfect integration of historical building, catering, arthouse, garden
- Kunst-en Cultuurroute: exhibition space in the crypt of a church
- Vleeshal, Zeeuws Museum: projects are tailor-made and linked to their specific location (historical buildings) with a relation to the city and experiment
- Drukkerij: cross-over between catering, culture (performing and plastic arts) and retail

There are many more where the relation of what they bring and the location where they bring it is innovative or new.

Opportunities for improvement:

- Involve the Middelburg Entrepreneur Association
- Facilitate these kind of projects as a municipality
- Offering the activities in more languages

Sunne Municipality

- Vastana Teater: related to dance, cultural heritage, folk music, acting ... in an extraordinary way and showing our historical relation to Norway

Opportunities for improvement:

- Other businesses need to be involved
- More companies from other industries should embrace the tradition on storytelling in their daily work and businesses

- Letting new people in

USN

- Ovre Verket: a cultural business
- Iron Works: brings forth the history of many who have lived here, many families have had jobs in the ironworks, conserving the working class culture

Opportunities for improvement:

- Develop a focus and a plan: decide on what we want to become and then think of how we are going to achieve that
- Big companies could do better in using their local storytelling

Westhoek

- CO7: partnership for culture and heritage between 7 municipalities in the area
- Barak The Vink: where you can live like in the period of WWI is all about experience
- Rondje Westhoek: guiding around the area in old-school mini-busses (VW) with focus on storytelling

Opportunities for improvement:

- More creativity and innovation in their products would be good
- Government should give them more visibility and attention

Värmland

- A project that is about place-based digital experiences in nature and culture environment, where they look for improving the interaction between IT and tourism to find new ways to connect them
- Vestana: working with the tradition of storytelling

Opportunities for improvement:

- Today, we don't have any of that cross-sector thinking at all
- We need the competence to keep updated
- An innovation platform
- Analyse better what the visitor wants

Folkestone

- A restaurant that serves as art space as well
- Shops that sell and artists that create things related to the seaside town

Opportunities for improvement:

- More space for artists
- Think about single people
- Think about the young crowd
- More nightlife venues
- Finding the time for future funding
- New models that give organizations the support in order to be more sustainable

Morsø

- The area Klitmøller: storytelling itself as 'cold Hawaii', cool storytelling of 'the place to be'.
- Jesper Flower Park: an old local family business focusing on their history and local story
- The Farm Bakery: a family history
- Morsø Iron Foundry: most people in Denmark have a wood fired oven, probably a Morsø oven, they are staying true to their old story
- Limfjords Teater: about local legends and historical themes

Opportunities for improvement:

- Get the younger generations engaged
- Telling the old stories in new ways

HIE

- Emily Turton and her dive boat company that takes people out diving on historical wrecks in Scapa Flow and teaches them about the history and the war time
- Jewellery products rooted in the culture and history (Vikings' visual motives f.e.)
- New pub MacGregors: traditional music, whiskey tastings, ...
- Donald McSween crofts sheep, cattle, pigs and hens: he offers the experience to visit his croft and to take part in the work
- Several initiatives passing on the Gaelic culture, music and language
- Museum hosting whiskey tours
- Music festival with traditional music
- Timespan: preserving and sharing local heritage
- Helmsdale Market Garden: located on the site of a former historical hospital site

Opportunities for improvement:

- Get out of the comfortzone, because one will get stuck
- More artists being more challenged
- More links with museums and heritage sites
- More training and help to access international markets
- Improving the way we work, especially on a digital/ technological level
- More working together through marketing, joint ticketing and all sorts of incentives to make visitors stay longer within the island
- Stop seeing each other as competitors

***What if someone says to you this area isn't attractive. What could be the reason for that person to say that – according to you?**

***Do you agree and why (not)?**

Some agree on all items listed below, but for the respondents it doesn't mean the area is unattractive. But many don't agree: 'Then you've met the wrong persons.'.

Middelburg

- The entrance to the city is not in alliance with the historic character of the city

- Vacancy in the historic center
- Train connection isn't optimal
- Lack of liveliness in wintertimes
- Architectonic bloopers
- Too silent
- Too far away
- Creative, but under too many rules

Sunne Municipality

USN

- Laid back
- Far away, rural
- Not that many things for tourists to visit
- Lack of marketing
- There is nothing along the canal worth stopping for except nature

Westhoek

- Lack of and bad organization of the public transport is a real issue
- Everything is on a smaller scale and young people leave because of that
- The area is getting empty
- Too far away from everything
- You're lucky if you already have one café in your town and if you have one it's mostly closed
- Stuck with the image of farmers
- Stuck in the image of stupid (dumb) locals

Värmland

- Too much forest
- Dark and cold country
- Long distances and lack of good public transport
- Stuck in the image of area of papermills

Folkestone

- Employment options aren't so good
- Heteronormative place, no LGBTQ-scene here
- Not enough to do, no nightlife scene
- Limited parking facilities
- Areas that are neglected
- Stuck with the stigma of what Folkestone once was

Morsø

- Poor infrastructure
- Abandoned houses
- Unemployment problems
- Families with low income

- Empty houses
- Buildings that are not renovated
- Aging population
- No life in town
- Schools and activity areas for kids have been built on the edge of town, away from the center so there is no life in the center
- Remote

HIE

- Limitations to the transport network
- Many people are not aware of all the opportunities in the area for cultural/heritage visits, they aren't being advertised enough
- Limited job opportunities
- Limited social opportunities
- There isn't enough to do
- Limited opportunities for visitors to get a real feel of the place
- Limited facilities (parking, public toilets)
- No good presentation to the outside world about ourselves

***What if someone says to you this area is attractive. What could be the reason for that person to say that – according to you?**

***Do you agree and why (not)?**

Everyone agrees about the attractiveness of the area where they live/ operate.

Middelburg

- Historic center
- Small scale
- Compactness
- Spacious
- Green
- Beautiful
- Beach
- A lot to do
- High-level activities
- Good accessibility
- Good parking facilities
- Varied retail offer
- An easy going and relaxed atmosphere

Sunne Municipality

USN

- Many outdoor recreation opportunities
- The canal and events around it

- Idyllic

Westhoek

- The feeling of a specific couleur locale
- Quiet
- Nature
- Authenticity
- Green
- Openness
- Feeling that you can mean something for/ contribute to this area
- People know each other
- Everyone participates in local events, which stimulates the community-feeling
- The fact that you have to challenge yourself all the time
- The mix of a big city and the countryside
- Quality in all aspects of life

Värmland

- Variation in nature
- Happy and positive people
- A rich cultural heritage

Folkestone

- Good transport
- Close to Europe and the rest of the UK
- Near the seaside: cliffs, amazing views
- Safe place to live
- Smallness makes it easy to move around
- Interesting cultural life
- Landscape
- Cosiness of the harbor
- Mixed communities
- Interesting mixture of old and new

Morsø

- Fresh air
- Open skies
- High cultural diversity
- Rich association activities
- Quiet and peaceful
- Many positive and supportive people

HIE

- It looks incredibly appealing
- Iconic archaeological structures
- Fresh air
- No crowds

- No high-rise buildings
- No traffic jams
- Traditional arts
- Gaelic tradition
- People are friendly
- Language, music, dance, traditions that are unique to this area
- Whiskey industries
- Local catering

***Imagine you receive a huge amount of money to improve the area's attractiveness. What would you do with that money?**

Middelburg

- Contract a visionary person
- Contemporary Art Museum
- Art House
- Create a trust to facilitate things (money, coaching)
- Making the city center even more beautiful
- Organize more activities, especially in the weekends
- Make sure there is better promotion
- Develop a several-years strategy for inhabitants, visitors, entrepreneurs, (cultural) institutions
- Learning from a city that is bigger than Middelburg

Change:

- There would be a long-term vision with specific actions and choices
- Improve the liveliness of the city
- Generate new initiatives (money is new stuck in the existing initiatives)
- Improve the quality of life

Sunne Municipality

- Make sure there is enough public communications
- Invest in Marketing

Change:

- It would take the place forward

USN

- Build a music studio
- Restore an interesting building (Felland Farm) that is rotting away and exhibit my designs, get knitting machines ... and hope the knitting tradition doesn't disappear
- Buy the farm and convert it into a concert arena
- Establish more shops downtown
- Develop an exhibition on the Iron Works
- Invite more renowned artists

- Make more of the outdoor area
- Make culture even more accessible for everyone: seniors, young people, children

Change:

- It would have a stop effect on visitors
- Visitors would be happier with their stay
- It would be good for our reputation which would have impacts both internal and external

Westhoek

- Invest in promotion
- Hire more talented employees
- Create a platform for different organizations to work together
- More creative and strategic communion
- More culture with a capital -C, bigger concerts and movies
- More shops, cafés, butchers, bakeries, restaurants, ...
- Good public transport
- Make sure innovative corporations settle here
- Using video-mapping technique (ao) to lighten the buildings better, to create more experience
- Invest in the infrastructure

Change:

- The people who live here, would stay here
- The area would bloom
- This area would become an all-season destination
- It would attract more young people and be less empty
- There would be economical growth

Värmland

- Better education for our children and teenagers (music and drama)
- Go interactive
- Make knowledge available in new ways
- Enable collaboration and partnerships between public sector and tourism industry
- Create partnerships with topnotch game developers
- Create an in-residence formula for game developers
- Set up lots of workshops for youth
- Work on the image building with more actors, businesses, the young and children

Change:

- It would create a new way of interacting with our visitors
- Proudness would increase
- We all would be better ambassadors for the region
- All people would feel acknowledged and recognized
- It would change the image of the region
- It would add much more to the visitor's experience

Folkestone

- Create places where young people can meet, like in the old these
- Find a large property and turn it into cheaper artist's studios
- Develop the plaza into a public place full of restaurants and cafés
- Invest into the neglected areas to make them look nicer
- Create spaces for older people
- Give money to those who can't afford to renovate their properties
- Increase the accessibility to arts and culture to those who think they don't need it
- Set up sustainable housing projects for the homeless

Change:

- People would feel they are capable of realizing things
- It would develop a much more vibrant DIY- art scene led in particular by younger people
- It will lift people's spirit
- It would give the town a more attractive image
- It would have a cohesive effect
- It would bring different parts of the community together

Morsø

- Open up the canal up through town (like in Arhus)
- Open new top restaurants and make magnificent routes in the landscape with unusual settings for dinners
- Invite world leading and renowned artists to perform, install their work and have artist talks
- Open 4*-hotels
- Fill up the empty properties with artists, entrepreneurs, community projects, offices, ...

Change:

- It would put us on the map
- It would bring the cultural heritage of the fishery closer to town and in people's minds
- It would bring a good vibe to the town
- The young generation will be actively engaged
- Creating life in town would spur more initiatives and attract people

HIE

- Improve public transport
- Prioritize the needs
- Understand what people find unattractive
- Identify the gaps between people's perception and reality
- Improve communications
- Create an online database
- Opportunities for those who want to learn more about the music, to develop their skills with professionals

- A plan that shows how and what we want to be perceived as
- Develop a strategic plan to disperse visitors through the island, retain them longer and give them a special experience
- Invest in the infrastructure

Change:

- It would allow people to see more of the area
- It would increase the visitor numbers
- We would stop losing young people
- This would attract new businesses
- There would be better opportunities for young people
- It would improve awareness about the area
- There would be more employment
- The area would be put on the international map
- More of our culture would be exported
- It would have an impact on the sense of identity, community and confidence

***What area/city/ could be of inspiration to this area when it comes to cultural/heritage attractiveness and why?**

Middelburg

- Den Bosch: long-term strategy that pays off
- Dordrecht: culture marketing
- Rotterdam: city safari
- Kirkcudbright: an artist colony in Schotland

Sunne Municipality

- Arvika:
 - open air cafés
 - city-events
 - world leading companies

USN

- Bristol:
 - not over-manicured
 - high concentration of people doing their own thing
- Roros: they have realized that the old buildings are not a cost, but a resource instead

Westhoek

- Limburg:
 - cohesion between different organizations and political leaders
 - hip in their marketing
 - good product developers
 - bring stories in entertaining ways
 - recreated tourism and made a switch

Värmland

- Amsterdam: the attitude that everything is possible

Folkestone

- Barcelona: invested in poor areas
- Hebden Bridge:
 - the lesbian capital of the UK which means it is diverse and has a great art scene
 - there seems to be space for people to do what they want
 - there's the wish of people to self-govern
- Nantes: had a lot of empty spaces and asked Cirque du Soleil to have its permanent residency there

Morsø

- Thy: branding themselves and attracting new life and activities

HIE

- Shetland:
 - braver although it has absolute archetypes
 - a more interesting contemporary scene
 - doesn't feel like tied to its comfortzone
 - very proactive programming of its performance space
- Faroe Islands:
 - Strong identity
 - Take pride in what they do
 - Are willing to fight in what they believe in
- Manchester:
 - have used culture to change the city and involved their citizens in this process
 - culture became an integrated part of everything

2 INSPIRING QUOTES, IDEAS AND QUESTIONS THROUGHOUT THE INTERVIEWS

- It (the Triennial) is a public exhibition and it takes place outside. For me this is key and critical to the investment made as it is made to the outside of the place. The artwork becomes part of their (inhabitants, visitors, ...) daily environment. This is really democratic.
- The Renaissance would not have been such a successful period in the sense the Renaissance was – if the people would not have known how to do their books.
- It's important to get a balance of what you're doing for local people with what you're doing for people coming in and making sure it all works together.
- The challenge for the future is balance: how do we cope with increasing tourism, how do we keep the city safe, clean, liveable?
- It is important to find a balance between preservation and development, the latter for people to be able to live in Värmland.
- We would like people to feel about engaging in cultural activities like having a cup of tea. If you want to achieve this then art is not allowed to be about an artist's ego, it has to be about working in collaboration with the public. You have to make it relevant to people.
- Art is the best way to initiate change, hence it works so well in a regeneration context.
- Here you find very large and significant businesses, but at the same time a small community which perhaps has made great things happen.
- The big events must lift up the smaller cultural events.
- It is not like there is so much living culture left. Young people used to drive around just for the fun of it here, not so much anymore. I am always happy when I see them. They create a lively atmosphere and I smile to myself every time I see those tractors with flashing lights and painted naked ladies on the front. I think it's funny.
- The major problem is that often those organizations that deal with cultural heritage are run by the elder generation. There is a substantial risk that the heritage will disappear as the generation that carries it disappears.
- The first steps could positively be to identify common dreams for the future of the area.
- Before there wasn't enough focus on giving young people information, skills and encouragement to develop their own ideas and become entrepreneurs.

- I hate seeing bent posts and mosscovered signs.
- Change takes time.
- First we have to decide what is worth to preserve.
- People need to do things they are passionate about. The interest of things changes during time.
- Some institutions are working against each other and that is very harmful for progress.
- Choose a focus and try not to take everything.
- Make sure there's a balance between the charge for any innovation and the return gained from that innovation.
- Maybe we think we're too small here ... but everyone is small ... that is key here.
- Let's not loose on the authenticity.
- What picture do social media show us? It is also a source to analyze what is seen as important. The user has power to define the value of a region. A younger generation does not study a destination on the beforehand anymore. Such information (social media) is more important for a destiny.

3 TRENDS

- Climate
- Ecology
- Travel far away instead of visiting our own region more
- E-commerce
- Bloggers & vloggers
- Media influencers

Interreg
North Sea Region
CUPIDO

European Regional Development Fund



EUROPEAN UNION