Rural Landscape Strategy Making:
- between public policy, local agents and the local community

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Why strategy making for rural landscapes?

Concepts and approaches

The practises of rural strategy making- lessons learned from DIAPLAN: an action research program on collaborative planning

Conclusions on the potentials and drawbacks of rural strategy making
Need for new planning initiatives in countryside planning:

- **Fragmented policy environment**
- **A regulatory and re-active land use approach has been dominating in planning**
- **Participatory approach: hearing**
- **The countryside is becoming more and more multifunctional, but the design of the landscape is still based on an agricultural logic**

More pro-active oriented approaches are needed - taking point of departure in specific landscapes and its resources (material and humans), based on dialogue
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**Conflict management:**
A regulatory and sectorial approach
Integration through a balancing of interests mostly resulting in segregation of land use interests
Expert based

**Place making:**
Common visions for the future landscape
Integrating functions and maintaining/strengthening/changing landscape
Done through collaborative processes
Mobilising attention:
To the landscape as a ‘whole’: the physical, humans and relations;
Looking for ‘cracks’ for change

Creating frames ……
Principles and concept about the spatial development;
Naming;
Selecting actions

From Healey 2010

Scoping the situation:
What do we have? Where do we come from? Where do we want do go?
Loosers and winners?

Enlarging ‘intelligence:
Bringing knowledge and resources together; Creation of common ‘sense making’;
Looking at resources in new ways

Creating frames:

Mobilising attention
Scoping the situation
Spatial strategy making
Creating frames
Selecting actions
Enlarging “intelligence”

From Healey 2010
The rural as opposed to urban

Placed based production – agriculture, forestry, mining etc.

Little public or common space:
- most land in private ownership
- common space has declined over time

Much public intervention (land use) through sectorial regulations outside the domain of spatial planning

Other framework condition for strategy making
Local landscape strategy in policy context

Central/regional plans

Rural development programme

NATURA 2000 and Water frames

Other programmes

Strategy:
Visions and objectives for conservation and development

Specific plans and projects

Municipal planning

The owners' landscape management and community visions
How do strategies work?

Strategy making is about formulating a focused vision to guide and coordinated future actions through deliberated and inclusive processes.

Guiding succeeding decisions:
- Fundraising
- Spatial Planning

Guiding local actions

Supplementing or/and coordinating policies
Community to regional level action:

Regional level: Geopark

Intermediate level: Recreational park

Local level: Landscape and village
Experiences from DIAPLAN

How should participate?
- Those who’s interests are at stake?
- Those who own and use the land
- Those who have knowledge, resources and control

Mobilising attention:
The first ‘pieces in the puzzle’:
- Rise interest for the ‘case’
- First common understanding
- Create engagement and confidence

Making the strategy
What do we have?
What is important?
What can be developed?
Where are the conflicts?
Visions, goals and actions
An example: Local Park Skive Municipality

Idea: develop a local recreational park, where nature, agriculture, recreation and dwelling is integrated. Designed in cooperation with local population.

Challenges:
7 Parishes/communities

Municipality: how to get the different departments involved?

Rich in landscape qualities
7000 ha,
Sparsely populated,
2300 inhabitants
An example: Local Park Skive municipality

Participants:
- Different sectors in the municipality
- Land owners, inhabitants and users of the area
- ‘Outsider’ experts

Mobilizing attention - methods:
- Story telling workshop
- Lectures and discussions
- Excursions

New Knowledge produced:
- Interviews: farming and values

Strategy: Visions and projects
1. Values, potentials threats
2. Visions and projects
3. Visions and projects
Scoping Enlarging intelligence
Creating frames and selecting projects
Working-groups and projects
A strategy and some of the strategic projects

- Accessibility and coherent network of waking, biking and riding paths

- Presentation of the areas and its ‘adventures’.
  - The big story: the ice made landscape
  - The small ‘hidden’ stories

- Maintenance and protection of permanent grasslands and forest-heathland mosaics
Conclusions

Process design matching the specific context

Strategy processes can:

• work at different levels and overcome the limit of sectorial policies:
  ✓ Integration of different objectives in the strategy
  ✓ Coordination of existing policies

• bring the placed-bound resources: nature, landscape and heritage values on the agenda by:
  ✓ Bringing nature-landscape protection into a development perspective
  ✓ Initiating discussions of local values

• bring relevant actors and different types of knowledge together:
  ✓ Create ideas (innovative) about the future
  ✓ Create ownership, interdependence and new networks
  ✓ Contribute to community building
  ✓ Mobilise resources
Conclusions

The strategy making processes have been less successful in:

- putting the PRODUCTION interests on the agenda
- discussing the various roles of farmers and agriculture.
- only in one of the 3 cases agriculture was explicitly highlighted as a strategic theme – as alternative food producers

Strategy making mostly focus on the consumption side

Is strategy making always successful? No!

- low quality of the strategy – conflicts, lack of ownership etc.
- the ‘target group’ in question is not ready