

Andi Snæfellsness ..... auðlind til sóknar!

Skipulag  
sem verkfæri  
til  
verðmætasköpunar

Snæfellsnes sem dæmi

Matthildur Kr. Elmarsdóttir  
skipulagsfræðingur

**ATA**



Verðmætasköpun  
á grunni staðaranda

=

að gera sér mat  
úr  
landslagi, menningu  
og sögu

# Breið verðmætasköpun

## Sjálfbær verðmætasköpun

UMHVERFISLEG	MENNINGARLEG	FÉLAGSLEG	EFNAHAGSLEG
Verndun auðlinda	Sögulegt samhengi	Meðvitund og þátttaka	Vöruþróun Nýsköpun
Nýting auðlinda	Ímynd og sjálfsmynd	Hvatning og virkjun	Efling fyrirtækja

## Tækifæri til eflingar ólíkra sviða

Miðlun, fræðsla, rannsóknir	Nám og leiðsögn um átthagana. Túlkun og miðlun upplýsinga um svæðið. Efling skóla og rannsóknarstofnana.
Vöruþróun, nýsköpun, gæðastýring	Staðbundin framleiðsla og þjónusta. Vottun. Vörumerki. Markaðssetning.
Umsjón, stjórnun	Stefnumótun og framfylgd stefnu. Fjáröflun. Fjármögnun. Verkefnamótun. Verkefnastýring.

# Sérstaðan ofin inn í atvinnugreinar

		Sjávar- útvegur	Land- búnaður	Iðnaður	Ferða- þjónusta	Handverk og listir	Rann- sóknir og menntun	Stjórn- sýsla
Staðarandi	Náttúru- auður	↓	↓	↓	↓	↓	↓	↓
	Menningar- auður	↓	↓	↓	↓	↓	↓	↓
	Þekkingar- auður	↓	↓	↓	↓	↓	↓	↓



# Þrjár tillögur

i. Vinnum með ANDA og ÍMYND svæða  
og gerum það ekta og markvisst



ii. Mörkum SÝN og STEFNU í SAMVINNU  
og notum til þess (skipulags)áætlanir

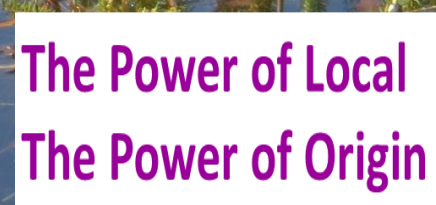
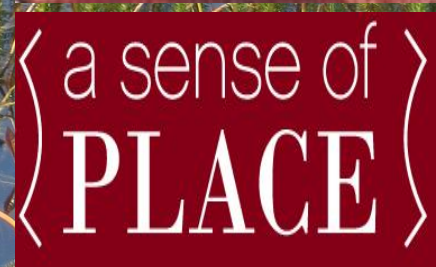
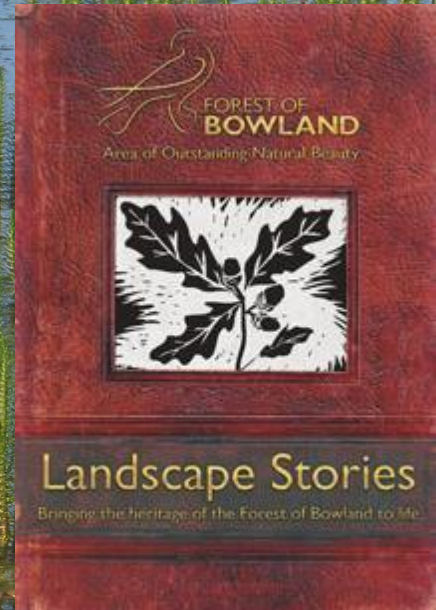


iii. FRAMFYLGJUM og MIÐLUM stefnunni  
og samnýtum fjármagn

i  
andi og ímynd

# Staðarandi og ímynd

- Staðarandi tengist:
  - Sjálfsmynd samfélags
- Ímynd tengist:
  - Aðdráttarafli svæðis
- Tengist líka:
  - Landslagi sem auðlind
  - Upplifun sem söluvöru
  - Mat úr héraði
  - Uppruna vöru





# Hvað er Snæfellsnes meira en þetta?



# Greiningarvinnan

GAGNA-  
ÖFLUN

Upplýsingar  
úr landfræði-  
legum gagna-  
grunnum

Upplýsingar  
úr  
eldri og nýri  
verkefnum

Upplýsingar  
frá  
íbúum  
og ferða-  
mönnum

Upplýsingar  
úr  
vettvangs-  
ferðum

Upplýsingar  
frá  
stofnunum og  
lykilaðilum

FLOKKUN  
OG KORT-  
LAGNING

Landmótun  
og vatnafar

Lífríki

Atvinnulíf,  
búseta og  
landnotkun

Samfélag  
og  
menning

Menningar-  
legar  
skírskotanir

Landslags-  
greining

GREINING  
OG  
TÚLKUN

Sérstaða  
og staðarandi

Áskoranir

Tækifæri

Áherslur

STEFNU-  
MÓTUN

Lífsgæði

Landslag

Matur

Iðnaður

Ferðalag

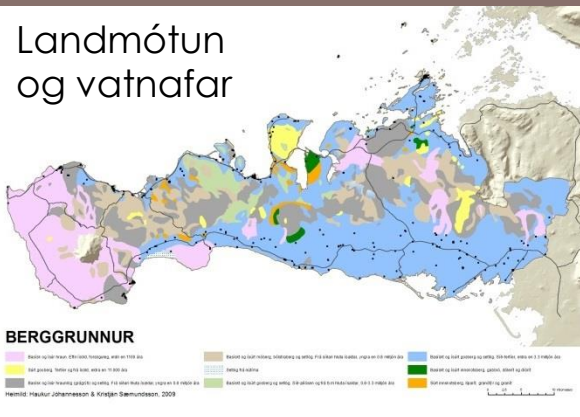
Grunngerð

Ímynd

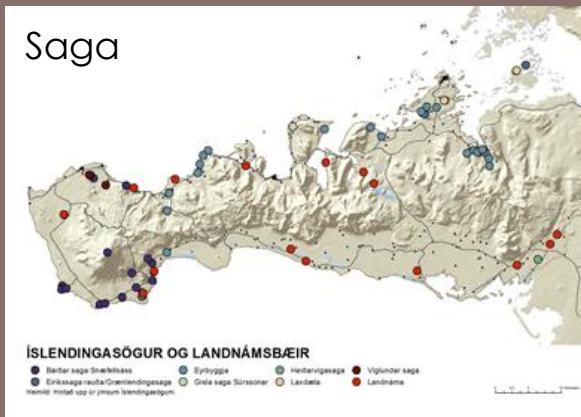
# Sérkenni svæðisins

... sem grundvöllur fyrir skipulagsgerð

## Landmótun og vatnafar



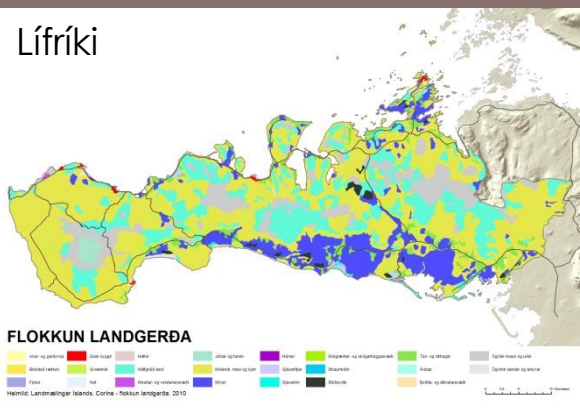
## Saga



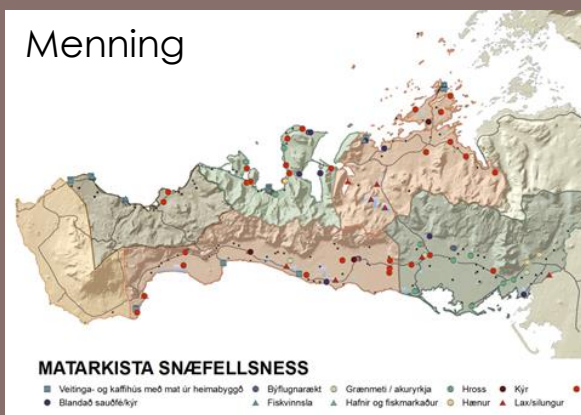
## Atvinnulíf og búseta



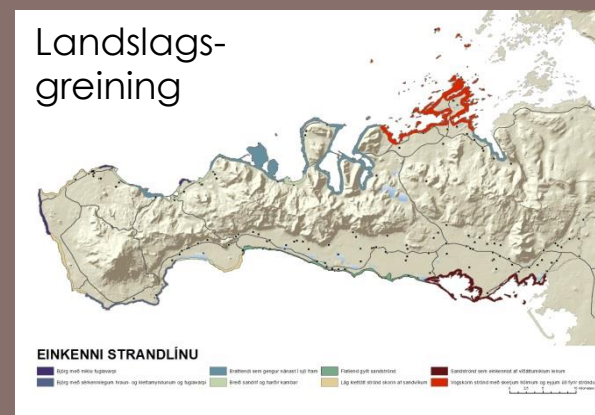
## Lífríki



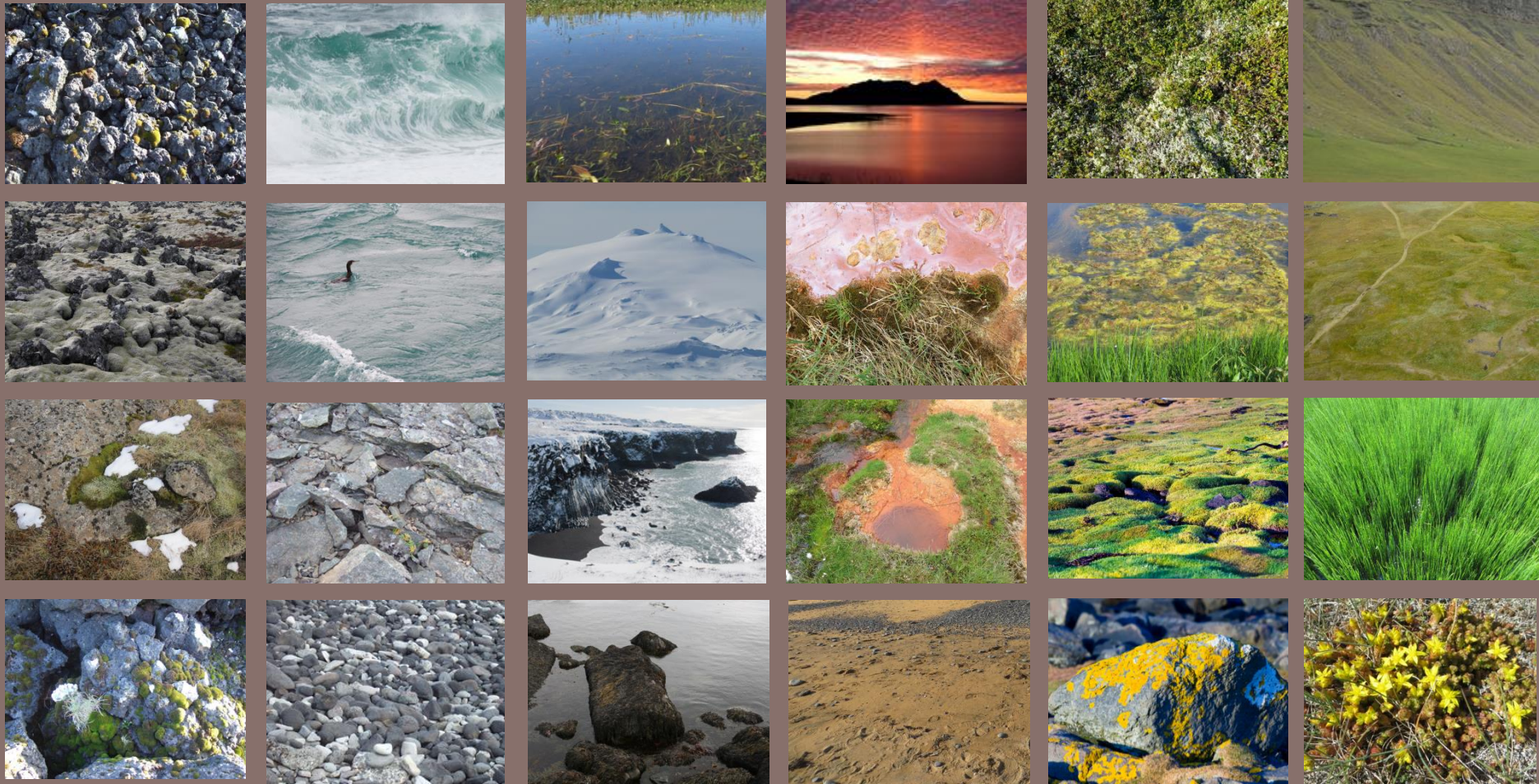
## Menning



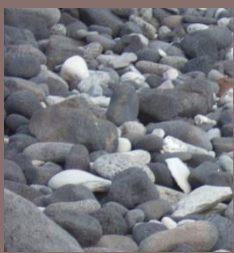
## Landslagsgreining



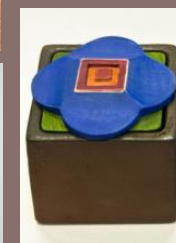
# Litbrigði og mynstur Snæfellsness



# ... innblástur fyrir mannvirkjagerð og umhverfismótun

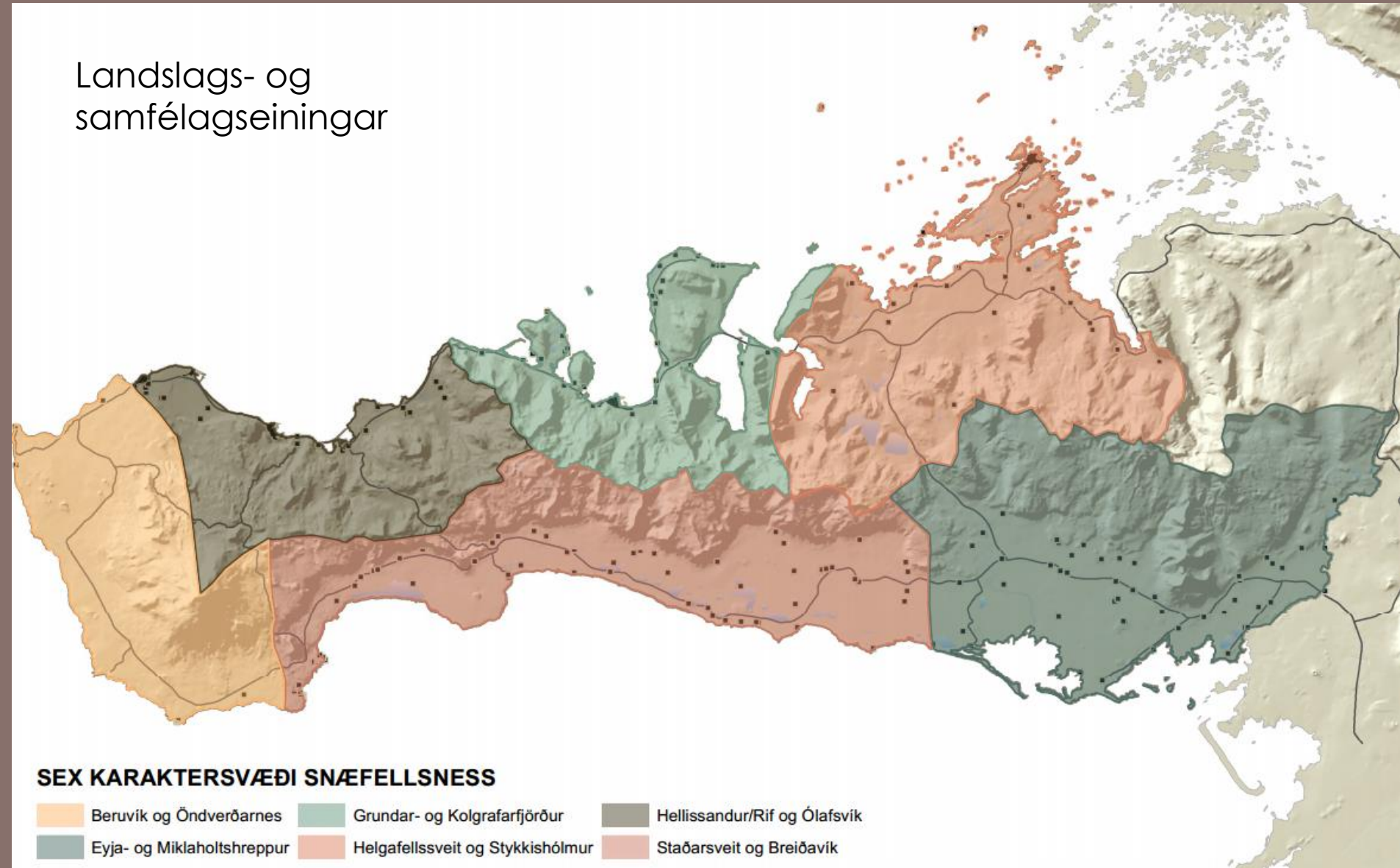


... og innblástur fyrir vöruhönnuði, listamenn, handverksfólk, grafíska hönnuði, markaðsfólk o.fl. ...



# Karaktersvæði

Landslags- og  
samfélagseiningar



# Snæfellsnes sem „vörumerki“

staðbundið vörumerki

local **brand**

auðkenni

**identity**

sjálfsmynd

**identity**

evrópsk samkennd

European **identity**

menningarleg sjálfsmynd

cultural **identity**

ímynd Evrópusambandsins

European Union **identity**

ímynd vöru

**image** of a product

## Kjarni auðkenna Snæfellsness

- Falleg hrein náttúra
- Frjáls hugur fólksins
- Samkennd og samstaða samfélagsins
- Öryggi og friðsæld

## Önnur einkenni

- Meðvitund um umhverfismál
- Ást til áttaganna
- Táknrænt hlutverk Snæfellsjökuls
- Tengsl við forfeðurna

Byggt á BA ritgerð Eero Leppänen 2013:  
*Snæfellnes as a brand*  
 A study in regional brand identity



ii  
sýn, stefna, samvinna

borgar- og byggðaskipulag

town and country **planning**

skipulag landnotkunar

land-use **planning**

landnotkunarskipulag

spatial **planning**

stefnumótandi áætlanagerð

strategic **planning**

svæðisbundið skipulag

regional **planning**

# Stefnumótun

**Framtíðarmynd**  
fyrir allt svæðið

Hvert?

**Meginmarkmið**  
fyrir þemu

Hvað?

**Markmið**  
fyrir viðfangsefni

**Leiðir**  
að markmiðum

Hvernig?

# Svæðisskipulag Snæfellsness



# Ein áætlun – samræmd markmið

TEGUND ÁÆTLUNAR		Svæðisskipulag sem strategísk sóknaráætlun		
		Stefna í skipulagsmálum	Stefna í atvinnumálum	Stefna í fræðslu – og markaðsmálum
TEGUNDIR MARKMIÐA		U- markmið • mótun umhverfis og byggðar	A – markmið • þróun atvinnustarfsemi	Þ – markmið • þekking, miðlun og markaðssetning
FRAMFYLGD MARKMIÐA		aðalskipulag deiliskipulag bygginga- og framkv.leyfi	fjárhagsáætlanir framkvæmdaáætlanir verkefnaáætlanir	
Þemu	Lífsgæði			
	Landslag			
	Matur			
	Iðnaður			
	Ferðalag			
	Grunngerð			
	Ímynd			

# Tengsl skipulags og “branding“

Mótun framtíðarsýnar og stefnu sem byggir á staðaranda og sjálfsmynd svæðis er grundvöllur að því að „branda“ svæði.

Slík stefnumótun þarf að eiga sér sterkar rætur meðal íbúa og annarra hagsmunaaðila.

Henni þarf að framfylgja á breiðum grunni með markvissum hætti.

“Strategic frameworks and visions for regional development, with an emphasis on the place assets and strengths, will provide the basis for a branding strategy”

Eduardo Oliveira 2013: Place Branding and Strategic Planning: Towards a conceptual model to brand regions. Presentation at: International Place Management and Branding Conference, Manchester Metropolitan University, February 2013



**Eduardo Oliveira**

Department of Spatial Planning and Environment, Faculty of Spatial Sciences  
University of Groningen, The Netherlands

<http://www.rug.nl/staff/e.h.da.silva.oliveira/>

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framfylgd og miðlun

# Framfylgd

## Sveitarfélögin

### SKIPULAGSGERÐ

- Aðalskipulag
  - Rammaskipulag
- Deiliskipulag

### LEYFISVEITINGAR

- Framkvæmdaleyfi
- Byggingaleyfi

### FJÁRVEITINGAR

- Fjárhagsáætlanir

Samstarf við fyrirtæki,  
samtök og stofnanir

### SVÆÐISAGARÐUR

- Stjórnunaráætlun
- Markaðsáætlun
- Framkvæmdáætlanir
- Verkefnaáætlanir
- Fjármögnun

### STOFNANIR

- Þjóðgarður
- Rannsóknarstofnanir
- Skólar
- Söfn

### FYRIRTÆKI OG SAMTÖK

- Greinar atvinnulífsins
- Áhugamannafélög



# Miðlun

- Vefur
- Verkfærakista
- Kynningarefni
- Námskeið



**Welcome to the Forest of Bowland Area of Outstanding Natural Beauty (AONB)**  
A nationally protected landscape that is internationally important for its heather moorland, blanket bog and rare birds

### Festival Bowland

- Download the [Festival Bowland Calendar 2010](#)
- [Bowland hedgelaying competition and Traditional Boundaries event](#)
- [Rhinns Hare Survey log](#)

### Discovering

- Towns & villages
- Wildlife
- Landscape stories
- Sustainable tourism
- Leaflets
- Map

### Enjoying

- Where to stay
- Walking
- Cycling
- Attractions
- Events
- Travel information

### Living in

- Bowland food
- Bowland arts
- Local produce directory
- Producer profiles
- Farmers' markets

### Looking after

- Volunteering
- Conservation holidays
- Sustainable development fund
- Latest news
- Management plan

### Latest Updates

[Writing & creativity for the stories writing](#)

### Wildlife Calendar

View interactive bird profiles and find seasonal wildlife walks

- [Wildlife Calendar](#)
- [Bird profiles](#)
- [Wildlife Blog](#)

### Martin's Bowland Blog

What's the inside story of news in Bowland? Read Martin's blog

- [Heroic cyclist!](#)

## Sense of Place Toolkit A living landscape

### PEOPLE WE SPOKE TO TALKED ABOUT...

**Changes in farming**

"Farms have grown bigger with some barns being converted to houses. It has to be less labour intensive, as young people don't want to work on the farm. Farmers are therefore older and have more machinery."

"The grouse shooting has had a bad year this year due to the change in climate. The mild winters have caused there to be a parasite in the grouse which has led to shoots being cancelled."

"You don't see the same animals as you did nine or ten years ago we used to always be getting stuck behind people driving their sheep on the roads. They used to have shepherds and lots of helpers to stop them going into gardens. I can remember walking cows up the road from Slaidburn when I was little."

"Since foot and mouth many farmers lost their livestock and have gone for diversification – holiday cottages in their buildings small casual sites in their fields, farm shops."

"The only known Bowland for a couple of years. I've been impressed by the number of positive signs for the future, such as hedge and tree planting. Grouse moors, managed for shooting, provide a distinctive Bowland backdrop. Whilst I'm not a fan of shooting, management here shows how conservation and shooting can co-exist."

"I've known the area since the early 1960s. One of the changes is the loss of the meadows and pastures full of wild flowers in late spring and early summer. Only a few of these remain now."

"At first the change was from hand milking to machine milking. Now, post foot and mouth, many farms are leaving dairying and going into beef and sheep, and supplementing their income with their wife going out to work. That means they have to get contractors in to bale their silage, where once the whole family was needed to get the hay crop in."

**Villages to visit**

- Abbeystead
- Barley
- Barton-by-Bowland
- Calder Vale (probably Lancashire's last traditional working mill village)
- Chipping
- Downham
- Dunlap Bridge

**Farms you can visit (by arrangement)**

- Cobbe Hey (open for gardens and teamoom also has some rare breeds)
- Flower Farmstead, Beasdale (for bird watching)
- Wild Swan Farm, Chipping
- New Laurel Farm, Whitwell

**Numerous farm based Bed & Breakfast and holiday cottages**

**Newton**

- Scorton
- Scaibum
- Wray

**Add your own favourites...**

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**Community activities to join in**

- Wray scarecrow festival (also at Downham and Widdington, and Tostide has a fox festival, April)
- Chipping Steam Fair (May)
- Garstang wakening festival (May)
- Bowland festival (June)
- Calder Vale children's festival (June)
- Long's sheepdog trials (June)
- Catterick Great Days of Folk Festival (June)
- Scorton Vintage and Country Fair (June)
- Hedge Side Festival and walking festival (June – August and September)
- Newchurch running festival (end of August)
- Roughley duck race (August)
- Bertham Show (September)
- Holden Valley Show (September)
- Add some from your own village...

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**ACTION POINTS**

- Help your visitors to find out more and enjoy this living landscape
- Find out about farm open days often held as part of Bowland Festival or run by RSPB
- If you are knowledgeable about farming or shooting, talk to your visitors about how the land works and how it's changed in your lifetime. If you're not involved in farming yourself, try following the farming stories in your local paper to see what is going on at particular times of year.
- Promote walks and events about farming or grousekeeping run as part of the guided walks programmes or as part of local festivals
- Have a look in the local library or second hand bookshops and get your local history resources such as old photographs and books which illustrate how farming traditions and practices have changed in Bowland.
- Publicise and encourage your visitors to attend local community events such as local shows
- Use our What's On guide on the AONB website.



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### INFO & RESOURCES

[www.moorlandsofscotland.org.uk](http://www.moorlandsofscotland.org.uk)

[www.wildlifedirectories.com/TOB/42645](http://www.wildlifedirectories.com/TOB/42645)

[www.forestofbowland.com](http://www.forestofbowland.com)

[www.countrydeasozess.gov.uk](http://www.countrydeasozess.gov.uk) also includes the Countryside Code

Wine Countryside Service (01993 656 654) run a series of activities and events. Find out more from the Garstang Discovery Centre, High Street, Garstang, (01993 602 125)

[www.rspb.gov.uk](http://www.rspb.gov.uk)

Lancashire Countryside Service events can be viewed via the website at [www.lancashire.gov.uk](http://www.lancashire.gov.uk)

Or phone the Information Assistant at the Bowland Visitor Centre on 01993 640 537



# Að lokum

## Svæði

- Landslagseiningar
- Samfélagseiningar
- Skipulagseiningar

## Áætlanagerð

- Umhverfis- og skipulagsmál
  - Atvinnumál
  - Fræðslumál
  - Markaðsmál
  - Framfylgd