



THEMATIC STUDY

# *Attracting new local actors and enterprises priority theme within LEADER+ programme*

December, 2004

**French LEADER+ National  
Network Unit**



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## Preamble

As part of its brief, the LEADER+ National Coordination Unit (NCU) has made a thematic analysis of settlement in the LEADER+ programme.

The following summary is the result of a three-stage process:

1. Data was compiled on the basis of the answers from 39 LAGs<sup>1</sup> to a questionnaire sent by the NCU to all LAGs.
2. These results were used to hold workshops in Avranches on 28 and 29 October 2004 during the national thematic meeting for LAGs belonging to the priority theme "settlement".
3. A statistical analysis was made to refine the conclusions drawn from the compiled data.

<sup>1</sup> Including all the LAGs whose priority theme is settlement.

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## Introduction

Eighteen LAGs embarked on the priority theme “settlement of new local actors and businesses” in order to resolve three major types of issue.

Two of these issues are linked with demography and its evolution, while the third seeks answers to the problems encountered in an area:

- Population decline.
- Influx of newcomers.
- Various problems: company closures, “aspiration” effect of opening a motorway interchange, and so on.

A number of the LAGs involved in this theme face a combination of these situations, for instance areas where one section is suffering serious population decline whilst the remainder of the area faces a major influx of new residents.

The NCU’s work has allowed four recurrent concerns to be identified in settlement policies. Although these concerns are not all of equal importance, they are significant for the majority of the LAGs involved in one capacity or another in settlement schemes. They are:

- Organising and networking local actors.
- Production and presentation of information.
- Mobilising residents and elected representatives.
- Developing services for the community, employees and project proposers.

This document is a first contribution from LEADER+ to the lessons that will later be drawn after implementation the Community Initiative Programme via the forthcoming thematic and capitalisation seminars.

The NCU is grateful to all the LAGs that answered the questionnaires and provided us with the elements needed to carry out case studies, in spite of all the many requests they were plied with.



# PART I : INPUTS FROM THE THEMATIC SEMINAR

During the Avranches seminar, the discussions of the “settlement” LAGs attending the “...” workshop focused on 3 areas of concern identified from the questionnaire answers. Although these concerns are not equally important, they are significant to some or all of the LAGs involved in settlement policies in one capacity or another.

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## A - Organising and networking actors

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In many cases this is the leading concern for LAGs implementing a settlement policy.

The local actors involved in a settlement policy, whether they are economic actors or those working on the life plan, readily agree on the need to network in order to optimise the chances of success and to ensure long-term settlement (conceptualisation). However, things are more complex when it comes to the day-to-day operation of such a network (operationality).

This problem mainly revolves around “who does what”, around mutual recognition between actors and around the local balance of power. Although the issue of “who should take action” is sometimes defined, this does always mean that it becomes an operational reality.

Several types of response to this problem are currently being implemented, using formal or informal networks to propose solutions that must be followed up long-term in order to gain sufficient historical perspective:

- The “*Cap’actif*” project (appendix 4) is a good example of what can be done to organise and network socio-economic actors (technical experts from consular offices, associations of municipalities and associations).

*Cap’Actif* : As a result of a dual industrial and agricultural crisis, the ‘Livradois-Forez Regional Nature Park’ area has been suffering particularly heavy rural migration for the past twenty years. The Park’s policy aims to regenerate the economic fabric by creating new activities. After drawing up the “standard profile” of the project proposers in the area, the Park has been able to identify the specific problems that project proposers encounter: confusion over the role of the different settlement organisations, compartmentalisation between these organisations leading to fragmented advice to business creators and sometimes a lack of follow-up. An analysis of the pathways of project proposers has demonstrated the benefits of networking as compared with setting up a one-stop shop.

- The Limousin region favours setting up *Local Settlement Poles* in the project areas. The principle of these local settlement poles is to mobilise and network local actors in favour of a settlement policy, in particular to optimise support for the economic plan and, in parallel, for the life plan.

In most cases, organising and networking actors requires them to acquire a common settlement culture. Here again several methods have emerged, ranging from joint efforts and pooling knowledge upstream of networking the actors, to organising training such as the “*Training for professional actors*” scheme conducted by the ‘Espace Cévennes’ LAG.

This project consists of holding regular meetings of the managers of the LAG’s local contact points to allow them to share a common know-how base and experiences regarding settlement. This is all the more necessary since the LAG’s local contact points are headed by different types of actor (association of municipalities, service centre, and others).

When considering the possible options for organising and mobilising an area in favour of settlement, there is often a debate on the role that tourist information offices could and/or should play in such schemes.

Since tourist information offices have recognised know-how on settlement, the LAG ‘Pays Centre Ouest Bretagne’ has opted to set up a “*Settlement Point* “ in a tourist information office. It has been decided to extend the settlement functions of the tourist information office to the population and to newcomers.

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## B - Production and presentation of information

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The need to produce and present information is certainly the need most commonly shared by the LAGs involved in the “settlement” priority theme.

Logically enough, producing and presenting information about the area and local settlement provision is a prerequisite to implementing an external communication strategy to attract both people and businesses. A number of initiatives have been implemented:

- Drafting and distributing guides.
- Setting up observatories and thematic information points (in particular for housing).
- Developing and distributing packs.
- Etc.

Most of these initiatives have been targeted at both newcomers and the resident population. This is truly a win/win situation.

**Guides** : a variety of methods are used. They have ranged from recruiting a trainee to produce a basic document, which was then built upon by the chairmen and directors of associations of municipalities and by a development council working group (‘Pays d’Argentan’ LAG), to the development of a guide internally by one of the departments of an association of municipalities (‘Espace Cévennes’ LAG).

**Observatories** : the most common are *housing observatories and/or information points*. The positioning and organisational arrangements of the schemes currently being implemented by LAGs such as ‘Pays Centre Bretagne’ (which can be consulted on its website <http://www.centrebretagne.com/pages/services/housing.php>) appear to have resolved any problems of conflict or competition with the commercial sector. Two people update the ‘Pays Centre Bretagne’ LAG observatory every day (one is a local authority employee, while the other is an employee of the Association of Municipalities SIDERAL). Updating is done on the basis of telephone calls or by combing the newspapers. This rental-housing observatory also lists accommodation to let by professionals.

In the case of this latter project, a number of initiatives have also been created outside the framework of LEADER+. They are interesting not only because the partnerships are varied, but also because for some of these initiatives, the concern to avoid competition with the commercial sector has led to a consulting study by a lawyer (the Housing Information Point of the Association of Municipalities ‘Jura entre Serre et Chaux’). This experience has been transferred to one of the associations of municipalities of the ‘Pays de Langres’ region.

**The Housing Information Point** was created in May 1999. It is one of the first schemes to be carried out by the Association of Municipalities. When the Association of Municipalities was created it led to a diagnosis with a five-year action plan. As a result, the Housing Information Point was integrated into the Local Development Plan contractually agreed with the General Council of the region. A working party on housing and town planning was created to monitor these issues.

The Housing Information Point matches supply and demand for housing in the member municipalities of the Association of Municipalities. The Information Point reviews the housing and land for sale and rent and makes this information available free of charge. It also acts as an observatory and is used as a database to harmonise the various housing policies.

Only one example of a *“newcomer’s” pack* was identified during the Avranches seminar<sup>2</sup>. However, interestingly, in addition to including a guide to services throughout the region (culture, sport, leisure, etc.), it contains free swimming pool tickets and discount coupons for activities. In addition, municipalities can add their own documents to the pack. This project, conducted at the initiative of the regional authority, is the result of a more wide-ranging effort by one of the development council committees and of networking with the associations of municipalities.

Two of these initiatives are also worthwhile because they acknowledge the role new local actors from Northern Europe in their settlement policies. The first is an initiative to develop a *Bilingual French/English Guide* for use throughout the municipalities in an association of municipalities (‘Ploërmel Cœur de Bretagne’ LAG - appendix 5). The second is an initiative to organise *French classes* for non-French-speaking newcomers as part of the University of the Third Age.

The above presentation confirms that the production and presentation of information is closely linked with the primary concern of organising and networking actors in favour of the settlement policy.

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<sup>2</sup> National thematic meeting of 28 and 29 October 2004 on four priority themes, including “settlement of new local actors and businesses”.

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## C - Mobilising residents and elected representatives

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At first sight this aspect concerns only a little over 30% of the LAGs involved in the priority theme “settlement”. However, the many and varied initiatives being embarked upon as part of the LEADER+ programme are opening up new perspectives on how to mobilise the local community in favour of a territorial policy and of a settlement policy in particular.

Such initiatives include:

- Inducements for municipalities.
- Information and awareness campaigns on the role of migration in the area’s history.
- Arranging meetings between residents and newcomers.

The ‘Parc Monts et Montagnes d’Ardèche’ LAG has implemented several projects involving this type of initiative. *The Settlement Village Charter* (appendix 2) has consisted of introducing an “innovation and commitment grant” for municipalities that have adopted a positive approach to settling working people and new residents in their area.

The same LAG has developed an innovative and attractive communication tool : *a trigger film* (appendix 4), designed to promote the area as a place where working people and residents can settle. It has four objectives:

1. To provide information on living and business creation in the area (settlement pathways, problems experienced, etc.).
2. To raise the awareness of elected representatives about their decisive role.
3. To raise the awareness of settlement organisations about their support role.
4. To attract potential project proposers and would-be settlers.

These are not isolated initiatives, in particular initiatives aimed at showing the residents of the areas involved in settlement policies that it is possible to settle successfully in these areas, even though traditionally - and in the local collective representation - the only way to succeed was by leaving the area. Two initiatives stand out - one under the LEADER+ programme and the other outside LEADER:

- One was to produce *a documentary by and about the residents* of the region, with interviews of old and new residents (‘Gers Porte de Gascogne’ LAG).
- The other is the project *“Succeeding in Haute-Corrèze”* (labour market committee of the administrative district of USSEL). This project, which ended in September 2004, consisted of drawing up a settlement inventory; producing data sheets on “success stories”; organising a travelling exhibition for communication/awareness-raising that recognised the contribution of old residents and newcomers; and holding discussions in each of the cantons of the Pays de Haute-Corrèze region.

Still with the same aim of gaining the support of local actors, as well as identifying success factors upstream of implementing a real settlement policy, it appears that, just like the ‘Espace Cévennes’ LAG, a number of LAGs have initiated study initiatives on the theme “ *Study of the factors of successful integration*” (appendix 4).

With the benefit of several years’ hindsight, the work done by the association ASPHODEL in the Ardèche region unconnected with the LEADER+ programme is also worthy of note.

The aim of these initiatives is to make the residents of a given area take note of the place and role of migrants in local life and of the opportunity that they have represented in the past and continue to represent today. Another type of initiative is to arrange meetings between the indigenous population and Northern European newcomers, e.g.:

- The initiative “*Living Life in English Time [Vivre à l’heure anglaise]*” conducted by an international chamber of commerce (‘Centre Bretagne’ LAG).
- The initiative *local dishes and cafés* by approaching new managers, more and more of whom are of Anglo-Saxon origin (‘Pays de la Baie du Mont-Saint-Michel’ LAG).

These latter initiatives signal a break with the predominant attitudes in most rural areas suffering population decline, whose settlement policies exploit the potential of these new Northern European residents very little, if at all.

In areas suffering population decline, where residents have traditionally perceived emigration as a condition for success, these various initiatives significantly help to alter the residents’ collective representation of their area.

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#### D - Developing services: for the community, employees and businesses

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For some of the LAGs involved in the priority theme “settlement of new local actors and businesses” the immediate concern is to find highly practical solutions to the influx of newcomers into their area.

It is apparent that such LAGs do not take the same approach to the settlement policy as LAGs with a crucial need to curb population decline.

In particular, they make use of space planning tools, such as the master development and town planning scheme (SCOT) and the local development plan (PLU) (LAG: Pays de la Baie du Mont Saint-Michel - appendix 5, Préalpes Provençales). Alternatively they conduct preliminary studies, for example on the residential environment throughout the region.

For such LAGs, the *settlement policy* takes the form of a *quality approach to improve the living environment*. Interestingly a number of the LAGs in the “settlement” theme that find themselves in this situation are starting to consider how to forge contacts or links between these newcomers and their area.

Those LAGs that have chosen to encourage businesses to settle in the area come up against the constraints of direct business aid and are limited in their ability to transfer and exchange experiences by differences of interpretation between the various regions on how to implement this type of measure.

This problem, coupled with doubts about the benefits of direct subsidies for businesses when there are no guarantees that businesses will stay in the area, would appear to have led some LAGs to change their approach to business settlement by implementing a strategy to improve the attractiveness of their area by offering businesses a quality environment, so as to encourage employees and/or business creators to stay in the area.

Here again these measures take a wide variety of forms, including:

- **Financing fringe services** : childcare outside normal working hours, settlement pack including temporary housing, and so on ('Pays d'Argentan' LAG, 'Pays d'Aurillac' LAG).
- **Inducement schemes** ranging from equipment assistance for young women employees on indefinite employment contracts, to assistance with first jobs by a project proposer ('Millevaches' LAG).

Also working to match the needs of businesses with those of people, one LAG's association of municipalities is building rental accommodation to house young people on indefinite employment contracts. Even before building is complete, businesses have already reserved all of the accommodation and are paying the deposit for the young people.



## PART II : COMPILING THE DATA

# I. What is the aim of the LAGs’ settlement policy ?

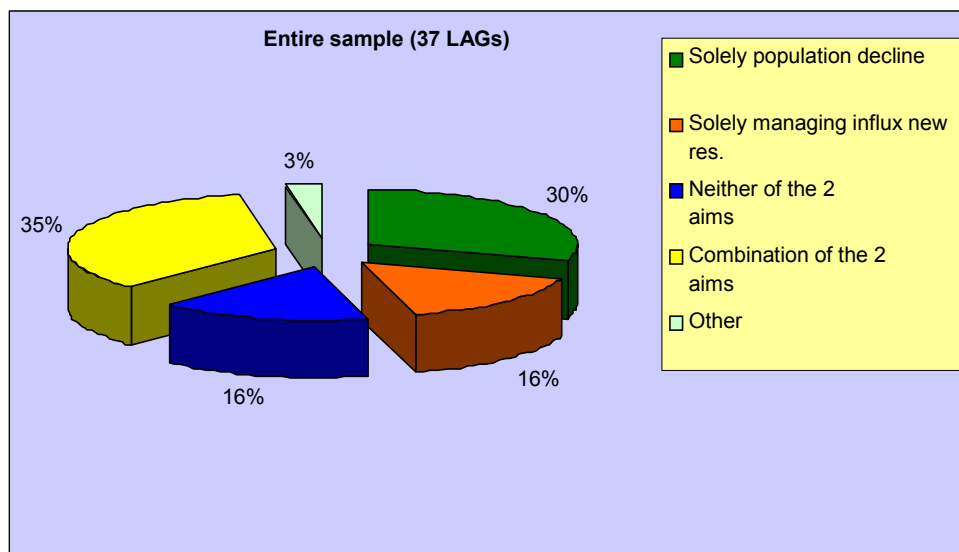
## A settlement policy primarily designed to combat population decline

For 24 of the LAGs in the sample group of 37 LAGs, the aim of the settlement policy is to combat population decline in the area (65%).

Eleven LAGs (30%) are working solely on population decline, while 13 LAGs (35%) have a dual purpose that includes population decline.

Of note is the fact that 6 LAGs, i.e. 16% (2 “settlement” LAGs and 4 “non-settlement” LAGs) failed to agree with any proposal in the questionnaire.

For 19 LAGs (51%), the aim of the settlement policy is to manage the influx of new residents into the area. Only 7 LAGs focus solely on this aim, whilst the others combine it with the aim of combating population decline.



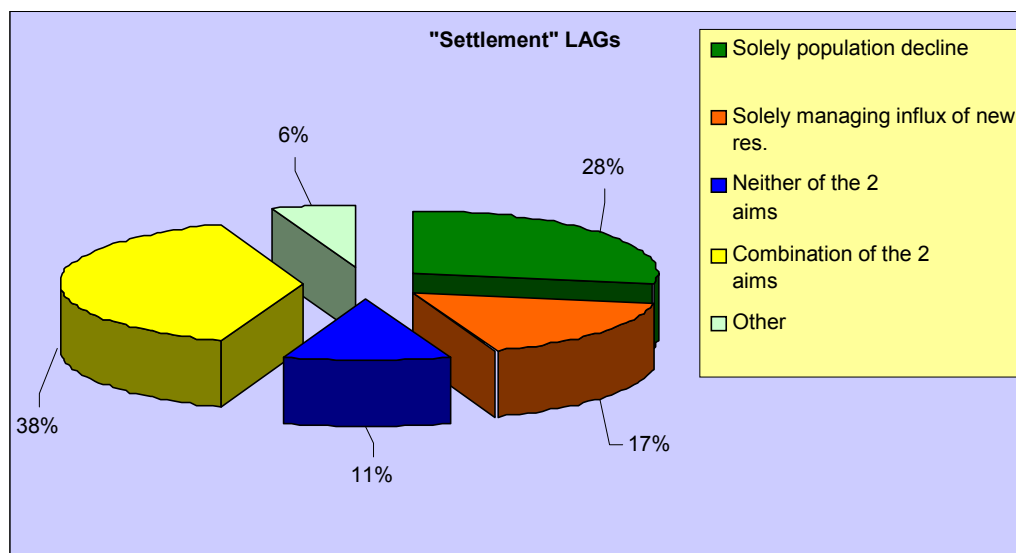
**A LAG “settlement” policy with the same aim, but extended to include the integration of residents**

The 18 LAGs involved in the priority theme “settlement” generally share the same dynamic. Twelve LAGs (67%) use the theme of settlement to combat population decline and 10 (55.5%) use it to manage the influx of new residents more effectively.

Furthermore, 8 “settlement” LAGs (i.e. 44%) see their settlement policy as a means for “improving the integration of resident communities”.

Note that many LAGs pursue both objectives simultaneously (of 8 LAGs wishing to improve the integration of residents, 5 also wish to combat population decline).

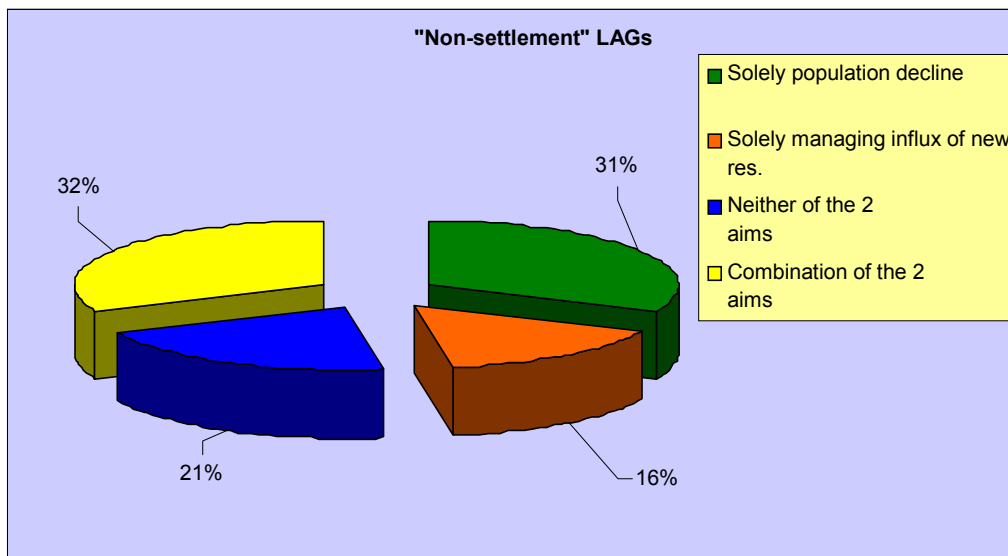
NB: “Settlement” LAGs working towards both objectives (integration of residents and combating population decline) are twice as likely to be areas presenting a natural population deficit with positive net migration.



A few words describing why LAGs chose the priority theme “settlement”:

*“To stem the exodus of residents to the regional capitals” - “The theme of settlement can be used to revitalise communities already in the area, existing residents” - “We need to anticipate the arrival of new residents in terms of services and to promote the economic attractions of our area” - “The LAG has wider aims, such as networking these areas and projects, harmonising policies, setting up cooperation networks, and so on; The settlement policy is designed to anticipate forthcoming changes in the area (2 motorways)”.*

In comparison, the situation for the 19 “non-settlement” LAGs is as follows:



The main difference compared with the “settlement” group is at the level of the group of LAGs that have none of the proposed aims (21% compared with 11%).

A few words describing why LAGs chose to include the theme of “settlement”:

*“ ... to attract young people in order to ensure a demographic future for the area” - “The settlement policy is used to structure tourism facilities” - “To manage an influx of English-speaking people and the loss of one third of the local population in 40 years” - “A desire for rejuvenation and to enhance the area’s attractiveness” - “Settlement is a source of development even where it causes other problems, particularly problems of coexistence”.*

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## II. Origin of the LAGs’ settlement policy

*The theme of settlement with LEADER+ is often the driving force behind a new policy*

For 27 of the 37 LAGs in the sample group (i.e. 73%), the settlement policy is one of the strands of their territorial project.

This is generally less often the case for LAGs that have chosen settlement as their priority theme than for other LAGs (67% of “settlement” LAGs compared with 79% of “non-settlement” LAGs).

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### “Settlement” LAGs

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A close analysis of the questionnaires shows that for “settlement” LAGs, the settlement policy is very much seen as an opportunity offered by LEADER (72%), even though for 40% of LAGs the settlement theme predated LEADER+.

Only a little less than one third of LAGs (28%) have made the settlement policy their territorial project.

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### “Non-settlement” LAGs

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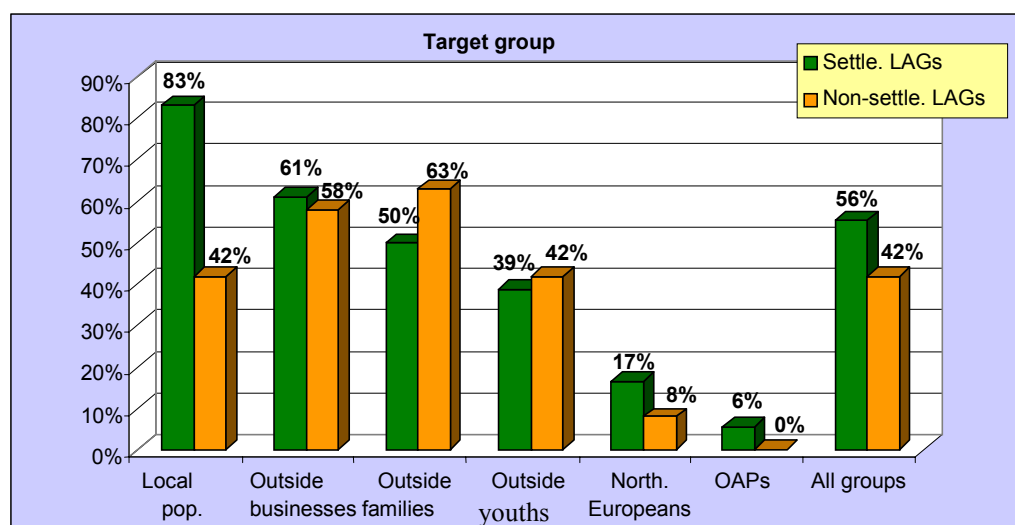
Even where the settlement policy has not been chosen as their priority theme, it is nevertheless one of the strands of the territorial project for 79% of LAGs.

What is more, we note that, where settlement is neither the priority theme nor a strand of the territorial project, for one out of two cases settlement is associated with one or more actions of the LEADER+ programme.

### III. Groups targeted by the settlement policy

A “conventional” settlement policy with a few nuances:

- For “settlement” LAGs: special attention paid to the local population.
- For “non-settlement” LAGs: special attention paid to businesses and families from outside the area.



Taking all LAGs together, the settlement policy remains “conventional” insofar as it is aimed very little at “atypical” groups of newcomers such as Northern Europeans and senior citizens.

The settlement policy is primarily aimed at integrating local populations more effectively (62%) as well as at attracting groups from outside the area, such as businesses, families or young people (59.5%, 56.5% and 40.5% respectively).

40.5% of LAGs have a settlement policy targeted at a minimum of three groups. A majority (9/15, i.e. 60%) target both the local community and groups from outside the area. Only a few (27%) solely aim to attract groups from outside the area.

Lastly, half of the LAGs aim their settlement policy at “all groups”, of which half are targeted exclusively at groups from outside the area.

#### “Settlement” LAGs

The “settlement” policy of “settlement” LAGs is targeted primarily at the local population (83% of “settlement” LAGs compared with 42% of “non-settlement” LAGs).

The policy of attracting and capturing groups from outside the area is targeted chiefly at businesses (61%), secondly at families (50%) and lastly at young people (38%).

This corroborates the results of the first question, which show that almost half of the "settlement" LAGs have designed their policy "to improve the integration of resident communities".

Lastly, the analysis reveals that the few LAGs that have defined a settlement policy to target new categories of migrants (e.g. Northern Europeans or senior citizens) are also those that have chosen settlement as their priority theme.

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#### "Non-settlement" LAGs

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None of the non-settlement LAGs in our sample group chose to implement a settlement policy targeted at senior citizens or at Northern Europeans.

Their policy mainly targets families and/or businesses from outside the area (63% and 58% respectively). To a lesser degree, their policy seeks to attract young people from outside the area as much as to integrate the local population more effectively (42% in both cases).

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## IV. Specific problems encountered in setting up the settlement policy

Some LAGs failed to rank their answers on this subject. We shall therefore start by analysing the unranked answers, before going on to analyse the ranked answers.

*In general, problems were more to do with technical planning.*

*Obstacles to the production and presentation of information, possibly due to an upstream organisational weakness.*

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### Taking all LAGs together

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#### Observation of unranked answers

This shows that a very large majority of such LAGs consider that neither the mobilisation and support of residents (18/19) nor the mobilisation and support of elected representatives (16/19) pose a particular problem to implementing their settlement policy.

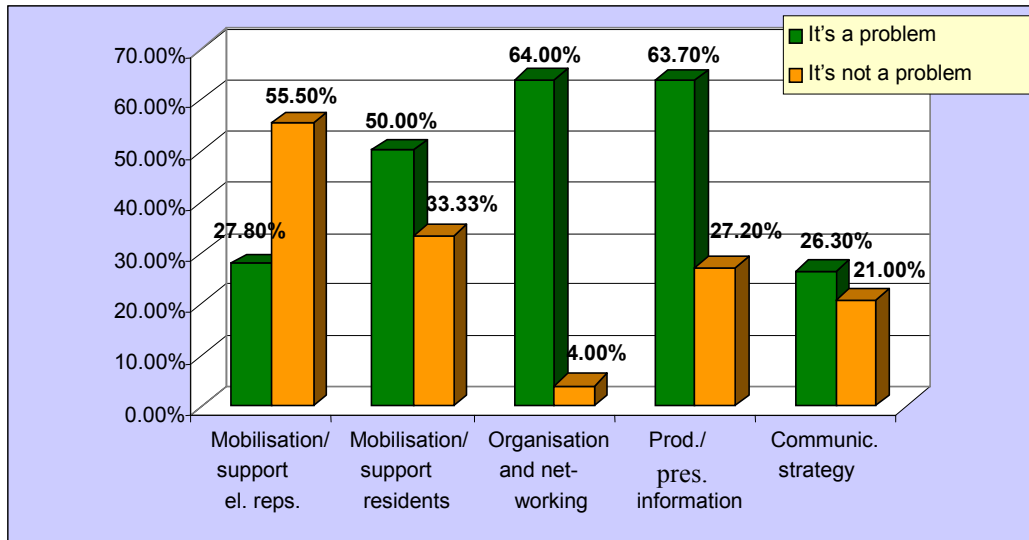
However, technical planning<sup>3</sup> is cited as the main stumbling block. The breakdown is as follows:

- “Production and presentation of information” (5/12, i.e. 41.5%).
- “Organising and networking actors” (4/15, i.e. 26%).
- “Communication strategy” (4/18, i.e. 22%).

<sup>3</sup> Organisation and networking, production and presentation of information and communication strategy.

### Observation of ranked answers

This shows that the greatest problems encountered are in organising and networking actors (64% of answers) and the production and presentation of information (64% of answers). Next come the mobilisation of residents (50% of answers) and far behind that, the mobilisation and support of elected representatives (28%) and the communication strategy (26% of answers).



N.B: The differences between the answers given for an individual aspect can vary widely. For instance, although only 4% versus 64% of LAGs consider that “organisation and networking” is a problem *of only secondary importance*, some 27% versus 64% say the same about the production and presentation of information.

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### “Settlement” LAGs

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#### Analysis of unranked answers

100% (9/9) and 90% (9/10) of such LAGs respectively state that neither the mobilisation/support of elected representatives nor the communication strategy pose a problem (moreover this group represents 50% (9/18) of the “settlement” LAGs). This appears to be a “logical” result since the priority theme “settlement” was chosen as the result of a participatory process in drawing up the territorial project, which was agreed by elected representatives.

Also 100% of these LAGs (8/8) think that mobilisation/support of residents for the settlement policy is not a problem either (this group represents 8/18, i.e. 44.4% of the “settlement” LAGs).

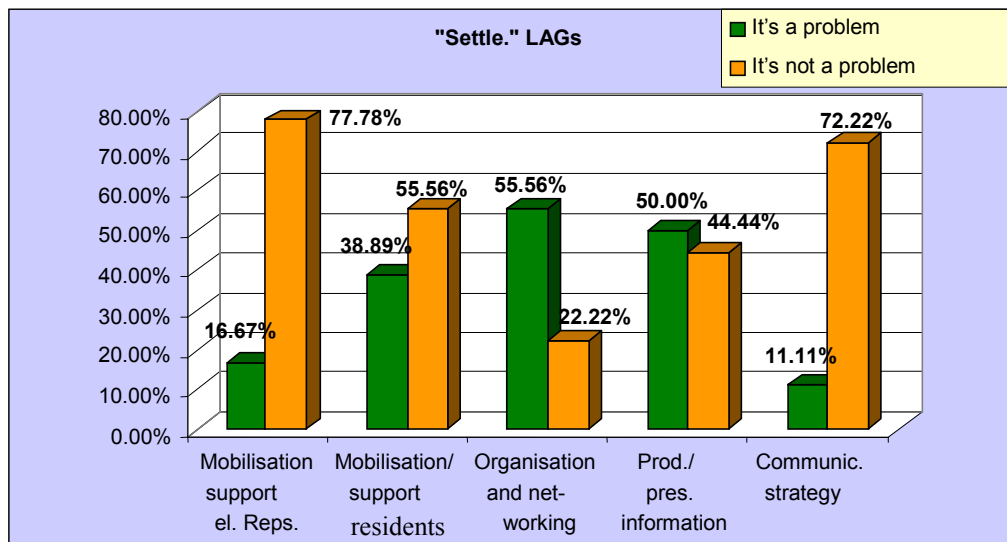
Lastly, 71% (5/7) and 50% (3/6) respectively consider that neither the “production and presentation of information” nor “organising and networking actors” pose a problem.

### Observation of ranked answers

The analysis reveals that :

- 70% of LAGs consider that the mobilisation and support of residents is a real problem in implementing a settlement policy.
- Firstly the “production and presentation of information” (64%) and secondly “organising and networking actors” (58%) also pose major concerns. The simultaneous emergence of these two concerns is logical since, to a large extent, the production and presentation of information relies on the organisation of actors upstream. As a result, while information may be available (especially in consular offices) it is not necessarily made available to other actors.

### All answers (ranked + unranked) from the “settlement” LAGs



Adding the answers together does not alter the comparative ranking of priorities :

- The chief problem is with “organising and networking local actors” (55.5% of LAGs, i.e. 10/18).
- The second problem is with the “presentation of information” (50% of LAGs, i.e. 9/18),
- The third problem is with “mobilisation/support of residents” (39% of LAGs, i.e. 7/18).

“Non-settlement” LAGs

**Analysis of unranked answers**

For the “non-settlement” LAGs that failed to rank their answers, the situation is as follows:

- 10/11 (91%) do not consider “mobilisation/support of residents” to be a problem. They represent 52.63% of the “non-settlement” LAGs.
- 7/10 (70%) do not consider “mobilisation/support of elected representatives” to be a problem either. They represent 37 % of the “non-settlement” LAGs.
- 5/6 (83%) state that “organising and networking local actors” is not a problem. They represent 26% of the “non-settlement” LAGs.
- 5/8 (62.5%) state that neither the “presentation of information” nor the “communication strategy” are a problem.

By contrast, only 16% of this group of LAGs feel that “mobilisation of elected representatives”, “presentation of information” and “communication strategy” pose a problem.

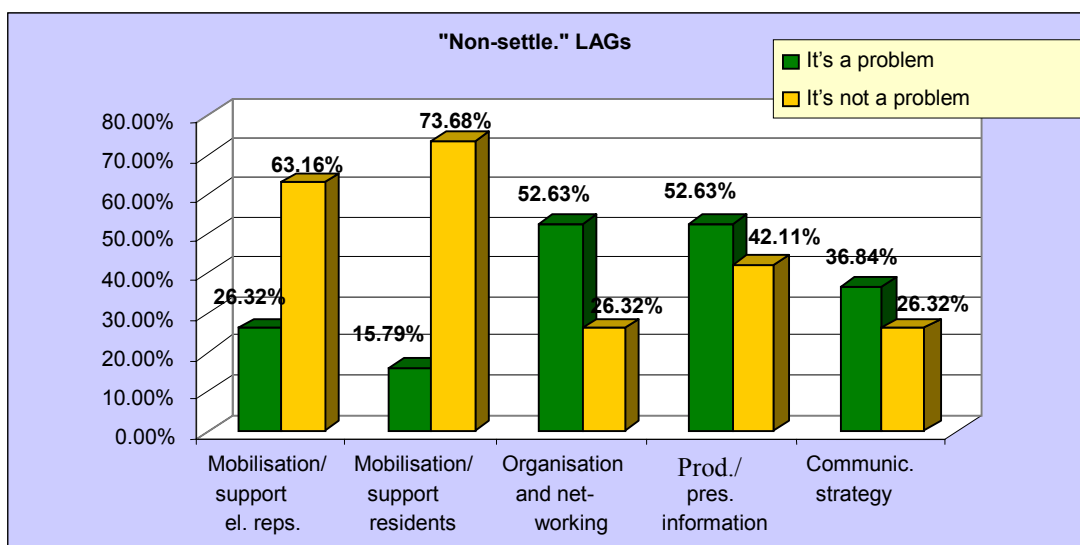
**Observation of ranked answers**

Two problems come clearly to the fore: “organising and networking actors” (69%) and the “production and presentation of information” (64%). For the issue of “organising and networking local actors”, the result is reinforced by the fact that no LAG considers it to be a “secondary” problem. As with the “settlement” LAGs, it is logical for these two concerns to emerge simultaneously.

Next in decreasing order of importance are:

- The communication strategy, which is a concern for 36%.
- The mobilisation/support of residents, a concern for 25%.
- The mobilisation of elected representatives, a concern for 22%.

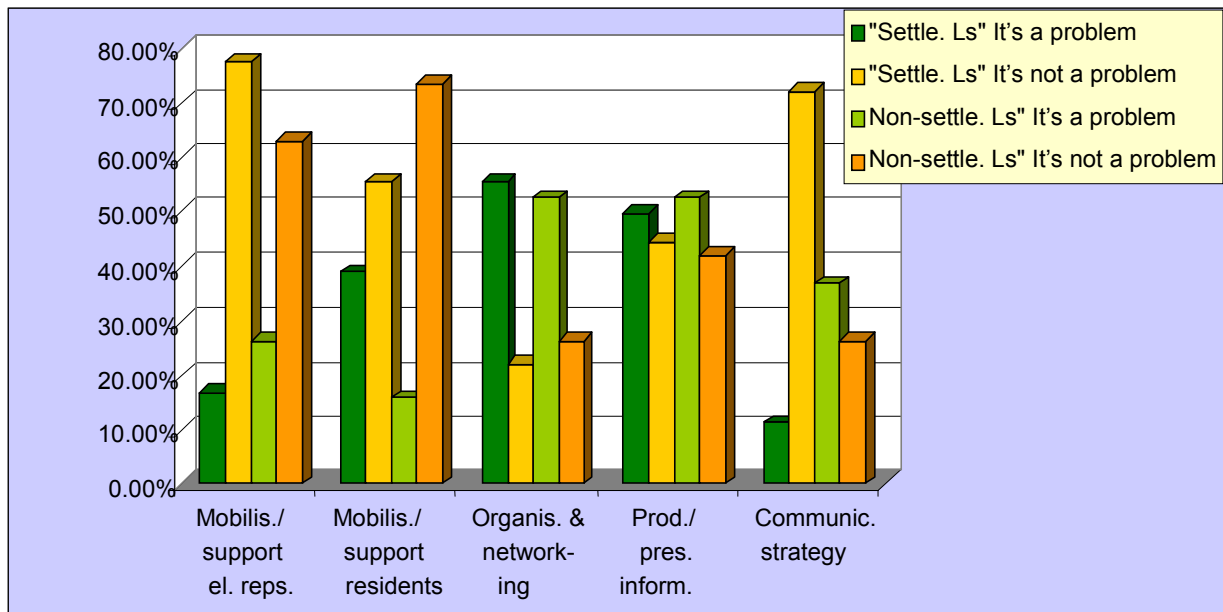
**All answers (ranked + unranked)  
 from the “non-settlement” LAGs**



Two concerns also come clearly to the fore: “organising and networking local actors” and “production and presentation of information” (10/19 LAGs, i.e. 53%).

Next, in decreasing order of importance are “the communication strategy” (7/19, i.e. 37%), “mobilisation/support of elected representatives” (5/19, i.e. 26%) and “mobilisation/support of residents” (3/19, i.e. 16%).

Comparison of “settlement” and “non-settlement” LAGs



The above graph clearly illustrates that although “organisation and networking of local actors” and “presentation of information” are concerns shared by both groups of LAGs, their perception of the other concerns diverges, in particular:

- For “settlement” LAGs, “mobilisation/support of residents” then “mobilisation/support of elected representatives” and lastly the “communication strategy”.
- For “non-settlement” LAGs, “the communication strategy” then “mobilisation of elected representatives” and lastly, “mobilisation of residents”.

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## V. Exploiting new skills introduced by new actors or businesses

*An overall deficit in exploiting new skills.*

*The “settlement” LAGs are more likely to exploit new skills.*

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### Taking all LAGs together

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A majority (59.5%) of the LAGs that answered the questionnaire do not exploit the skills of newcomers. And although nearly one third of the LAGs endeavour to facilitate meetings based on shared professional or leisure affinities (32%), or to promote these new skills (27%), it has to be acknowledged that sponsoring is still an unusual practice (16%).

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### “Settlement” LAGs and “non-settlement” LAGs

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LAGs whose priority theme is settlement differ markedly from the other LAGs in terms of exploiting the skills of newcomers to the area. This dynamic focuses mainly on introducing newcomers into their own sectors of interest (55.5% of LAGs) and on promoting new skills among local decision-makers (44% of LAGs). The practice of sponsoring concerns a little less than one third of “settlement” LAGs.

Conversely, only 26% of “non-settlement” LAGs say that they implement one of the practices proposed in the questionnaire.

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## VI. Tools used

*Observation and communication: preferred tools*

*“Settlement” LAGs are making good progress with introducing new tools*

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### Taking all LAGs together

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Two tools are frequently used by LAGs:

- More than 54% of LAGs stage communication campaigns.
- 46% of LAGs introduce tools to help them to find out more about the area.

Conversely, only a minority of LAGs draw up a settlement charter or a guide for newcomers (13.5% and 19% respectively).

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### “Settlement” LAGs and “non-settlement” LAGs

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For three of the four tools proposed in the questionnaire<sup>4</sup>, the “settlement” LAGs differ from LAGs involved in the other priority themes, as follows:

- 61% as opposed to 47% for a communication medium.
- 22% as opposed to 16% for a newcomers’ guide.
- 17% as opposed to 10.5% for a settlement charter.

However, it is surprising to find that “non-settlement” LEADER LAGs are also introducing tools for discovering more about the area (47% compared with 44%). This may be because the usefulness of such a tool is not limited to a settlement policy and because numerous observatories have been set up as part of the LEADER+ programme for all sorts of themes chosen by LAGs.

<sup>4</sup> Settlement charter, newcomers’ guide and communication medium.

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## VII. Requirements of the LAGs in terms of support

*All LAGs need support in order to review settlement opportunities.  
“Settlement” LAGs have a special need for setting up observatories.*

Overall, half of the LAGs (51%) want methodological support. As we saw earlier, the LAGs do not see the mobilisation of elected representatives or residents as one of their major problems. It is therefore not surprising that local mobilisation does not attract the largest number of demands for support.

Similarly, many more “settlement” LAGs than “non-settlement” LAGs find that the mobilisation/support of elected representatives does not pose a problem. Logically therefore there is less demand for support in this field.

However, there is great demand for support to review settlement opportunities in the area. There is almost the same level of demand from both types of LAG (55.5% from “settlement” LAGs and 58% from “non-settlement” LAGs).

Lastly, it is chiefly the “settlement” LAGs that are demanding support to set up observatories (63% compared with 37%). This is a logical trend since, as we have already seen, it is mainly the “non-settlement” LAGs that are ahead in this area. However, there is a very wide gap in demand between the two types of LAG, which would seem to indicate that the “settlement” LAGs in fact want support to implement observatories specialising in the settlement policy.

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## VIII. Ranking the area’s settlement priorities

*“Settlement” LAGs have a traditional settlement policy focusing mainly on housing/residential environment and services.*

*“Non-settlement” LAGs have a preferential policy for housing/residential environment and networking actors.*

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### Taking all LAGs together

In general, the two main settlement priorities are still housing/residential environment (71%) and services (63%). This is no surprise since, as we have already seen, the settlement policy remains “conventional” and primarily aims to improve the integration of local residents or new people or businesses from outside the area. Networking actors is also cited as one of the priorities (57%).

Conversely, or even paradoxically, given the importance of the housing/residential environment issue, we note that space management and town planning are seen as lower priorities.

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### “Settlement” and “non-settlement” LAGs

Here we find the same general priorities for “settlement” LAGs, although higher priority is given to services (78%) than to housing/residential environment (72%).

However, although the “non-settlement” LAGs still accord the same priority to housing/residential environment, they rank networking actors as the next priority (63%).

Lastly, the two types of LAGs have very different views on points considered as secondary in settlement terms. Essentially these are space management for the “non-settlement” LAGs (75%), as opposed to business and industrial land and information structuring for the “settlement” LAGs).

The match between priority allocation and the target groups of a settlement policy may give pause for thought. Although 50% of the “settlement” LAGs target businesses from outside the area, surprisingly only 28% of this group consider business and industrial sites to be a priority.



## PART III : CROSS ANALYSIS

A first reading and interpretation has yielded a few indications on the positioning, problems and requirements of LAGs involved in a settlement policy, either as their priority theme or in some other capacity.

This initial reading was furthered by a statistical analysis that has allowed links to be identified between different “features” of the settlement policies being implemented.

The most significant links are presented in this chapter (Cross analysis tables - appendix 3)

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### Specific problems encountered in introducing the area’s settlement policy

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#### **Problems with presenting information about the area and local settlement provision**

This problem concerns 54% of the LAGs involved in a settlement policy in one capacity or another.

However, very few LAGs combine this problem with a problem of local mobilisation, either of elected representatives or residents.

#### **Problems with the mobilisation and support of elected representatives**

28% (11/39) of LAGs face this problem, of which 73% (8/11) combine this problem with a problem of mobilising residents in favour of the settlement policy.

Where LAGs have problems with the mobilisation/support of local actors in favour of the settlement policy, the problem relates to both elected representatives and residents. Problems with the mobilisation of residents are accompanied by problems with the mobilisation of elected representatives.

#### **Problems with the mobilisation and support of residents**

A clear trend (12/13, i.e. 92%) is for LAGs with this problem to be areas where the settlement policy aims to combat population decline.

Of all the different objectives of the settlement policy, that of combating population decline goes hand in hand with mobilising residents.

Where the settlement policy is only one strand of the territorial project, the two variables are linked but inversely. Where LAGs do not have problems in mobilising residents (21/25), the settlement policy is a strand of the territorial project.

As with the previous variable, this one is linked inversely with the variable “problem with the choice of a communication strategy” which concerns a little over half (51%) of the 39 LAGs that answered the questionnaire.

Furthermore, the problem encountered with the mobilisation or support of residents is not a significant corollary of the problem of choosing a communication strategy.

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How LAGs exploit the new skills represented by new actors or new businesses in the area

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Of the 56% of LAGs (22/39) whose target group is chiefly “businesses from outside the area”, barely half exploit this new resource in any way. Fully 45% have not implemented any method of exploiting new skills.

Also among the 56% of LAGs (22/39) whose target group is families from outside the area, 64% have not implemented any method of exploiting this new resource.

Among the 38% of LAGs (15/39) whose target group is young people from outside the area, 53% have not yet implemented any method of exploiting new skills.

Overall the majority of LAGs do not exploit the skills of newcomers at all.

**Exploiting new skills by turning previous arrivals into mentors for newcomers**

Although less than half of LAGs with a settlement policy explicitly targeting young people from outside the area have set up a system to exploit the potential of this group, we note that 5 of these 6 LAGs have developed a system of mentorship where earlier arrivals act as mentors for newcomers.

**LAGs do not systematically exploit new skills represented by new actors or new activities in the area**

There is a link between exploiting new skills in the area and introducing communication tools.

*It is still a minority practice among LAGs to exploit new skills represented by newcomers (individuals as well as businesses).*

*However, where LAGs do exploit the skills of newcomers, more often than not, they use different methods to exploit their potential.*

*The system of using former arrivals as mentors for newcomers is a more frequent practise in areas that target young people from outside the area.*

*There is a significant link between implementing a method for exploiting new skills to the area and the introduction of communication tools.*

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Tools specific to the settlement policy implemented by LAGs

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**Implementation of a settlement charter**

Almost all the LAGs (4/5) that have implemented a settlement charter have also encountered problems with mobilising residents.

**Implementation of communication tools**

Among the 23 LEADER+ areas that want support in reviewing the provision and opportunities for settling in their area, 15 (65%) have not implemented communication tools (15/19). This figure rises to 79% of LAGs that have not implemented communication tools.

There is a significant link between the fact of not introducing communication tools and the fact of not having been able to review and present the settlement provision and opportunities in the area.

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Requirements in terms of methodological or other support for the settlement policy

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**Requiring support to review settlement provision and opportunities in the area**

There is a strong link between the fact of not exploiting the skills of new actors and a need for support to review the settlement provision and opportunities in the area. 74% (17/23) of LAGs that have not implemented any method for exploiting new actors want support for reviewing the settlement provision and opportunities in the area.

There is also a strong and seemingly logical link between the fact of having no newcomers' guide and the need for support in reviewing the area's settlement provision. 54% (21/39) of the areas need support and at the same time have no newcomers' guide. What is more, they represent 65% (21/32) of the areas with no newcomers' guide and 91% of areas that need support in reviewing their settlement provision.

Lastly, a link has also been established between the need for help with mobilising local actors and the need to review settlement provision.

**Most of the LAGs that say they need support in reviewing the settlement provision in their area :**

- *Have not generally embarked on any kind of parallel scheme to exploit new skills.*
- *Neither have they implemented tools such as a newcomers' guide or communication tools.*

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## Priority target group of the settlement policy

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### Businesses from outside the area

In most cases (77%), LAGs whose settlement policy primarily targets businesses from outside the area also target families from outside the area (17/22). The reverse is also statistically verified.

More than half of LAG's whose settlement policy targets businesses from outside the area also target their policy at young people from outside the area (12 LAGs out of 15).

Where LAGs target their settlement policy at businesses from outside the area (22/39), a little less than half (10/22) also choose to exploit the potential of newcomers by introducing them to local actors in the newcomers' sectors of activity.

#### LAGs whose settlement policy primarily targets businesses from outside the area:

- Also target families from outside the area
- To a lesser degree target young people from outside the area. Where young people are one of the target groups, a system of exploiting their potential by means of mentorship is nearly always implemented.
- Exploit the potential of newcomers by introducing them to actors in the same line of business.

### Families from outside the area

In a large number of cases, where the LAGs' settlement policy is aimed at combating population decline (for 18 out of 26 LAGs, i.e. 70%), the policy primarily targets families from outside the area (18/22).

Where the aim is to combat population decline, the LAGs' policy primarily targets families from outside the area.

*Businesses and families from outside the area are two groups that are generally both targeted simultaneously.*

*The analysis also reveals that LAGs whose settlement policy primarily targets businesses from outside the area exploit the potential of newcomers by introducing them to actors in their own line of business.*

*Lastly, where the LAGs' policy is to combat population decline, it generally targets families from outside the area.*

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## Objective of the settlement policy

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### To combat population decline

Virtually all of the areas that claim to have problems with mobilising residents and elected representatives in favour of a settlement policy are areas whose settlement policy aims to combat population decline (92% and 91% respectively).

*The statistical analysis shows that LAGs wishing to manage an influx of new residents have not necessarily also introduced special tools or a specific system for exploiting the skills of these newcomers<sup>5</sup>. Likewise, this settlement policy does not target a specific population and settlement actors do not say they face a particular problem<sup>6</sup>.*

*This is not the case with LAGs involved in combating population decline, which primarily target families from outside the area, where one third of LAGs face a problem with mobilising local actors (elected representatives and residents).*

*For the majority of LAGs, LEADER+ represents an opportunity to improve the integration of residents, and they frequently have a single strategy to improve integration and at the same time manage the influx of new residents.*

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## Framework of the settlement policy

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### A strand of the territorial project

A large majority of LAGs (22/28, i.e. nearly 80%) that have made their settlement policy a strand of the territorial project (22/27) have not had any specific problems with mobilisation or support from elected representatives or with mobilisation or support from residents (21/25).

Where the settlement policy is a strand of the territorial project, most LAGs say that they have found no problem in mobilising elected representatives or residents.

<sup>5</sup> Of the tools and methods of exploitation proposed in the questionnaire.

<sup>6</sup> Of the tools and methods of exploitation proposed in the questionnaire.

## Territorial project

Interestingly, none of the 18 “settlement” LAGs that have made their settlement policy the “territorial project” also has the objective of combating population decline where there is a strictly negative population trend (natural population deficit and negative net migration).

All of the LAGs (5/5, i.e. 100%) in the group of 18 “settlement” LAGs that have made their settlement policy the “territorial project” have implemented their settlement policy to combat population decline where there is a natural population deficit but positive net migration.

We also note that almost all of these LAGs (4/5, i.e. 80%) have as one of their objectives to improve the integration of residents.

Where the settlement policy represents “the territorial project”, its objective is also to:

- Combat population decline in the area, but only where net migration is positive.
- Integrate residents more effectively.

Lastly, almost all of the LAGs in this situation find it difficult to mobilise residents, and more than half of the LAGs also find it difficult to mobilise elected representatives

*Where the settlement policy is a strand of the territorial project, the statistical analysis reveals that no special target group, special system for exploiting the potential of newcomers or characteristic tool is significantly linked with this policy.*

*However, where the settlement policy is a strand of the territorial project, the majority of LAGs say that they do not experience any problem in mobilising elected representatives or residents.*

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## Conclusion

The data compilation enables us to make an initial series of conclusions on settlement in LEADER+ :

- The aim of a settlement policy is not only to respond to a problem of population decline.
- Where a settlement policy is undertaken to address a problem of population decline, it targets the indigenous population just as much as newcomers.
- The two main specific problems faced by the areas involved in a settlement policy are: organising and networking actors; presenting information and structuring provision.
- In general, settlement areas do not exploit the new skills of newcomers very much, although the LAGs involved in the settlement priority theme differ from the others in this respect.
- Settlement charters and guides are settlement policy tools that are not much developed.
- With respect to methodological support, the main requirement of the areas is in implementing observatories and reviewing the area’s settlement provision.
- LAGs whose involvement in a settlement policy is more to manage the influx of new residents or other problems such as the “aspiration” effect of opening a motorway interchange, or else the effects of factory closures, do not share the same strategies and priorities as LAGs that have to cope with a problem of population decline.
- The settlement policy is the territorial project in only a little less than 30% of cases. In most cases, the settlement policy is a strand of the territorial project.

A search for correlations between the different answers to the questionnaire leads us to pinpoint a number of aspects from this initial data:

- All the LAGs with a problem in mobilising local actors are LAGs whose settlement policy is aimed mainly at reversing the dynamic of population decline. In the main, this problem of mobilisation relates to both residents and elected representatives.
- Areas whose settlement policy is aimed at combating population decline tend to target families from outside the area.
- There is little, if any attempt to exploit the potential of newcomers in any form where the target group is families or young people.
- Where businesses are targeted by settlement policies, a little over half of the LAGs exploit the skills of newcomers by putting them into contact with local actors in the same sector.
- Settlement charters and guides are used as specific tools of settlement policies primarily by areas aiming to combat population decline.
- The introduction of communication tools is linked significantly with the capacity to produce and present the area’s settlement provision.
- The failure to exploit new skills is also significantly linked with a failure to set up a communication strategy.

In the third part of this thematic study, examples are provided to show that numerous representative and relevant settlement initiatives are being created under the LEADER+ Community Initiative Programme.

These initiatives provide answers to the four primary concerns of areas involved in a settlement policy, either as their priority theme or in some other capacity.

- Organising and networking actors.
- Production and presentation of information.
- Mobilising residents and elected representatives.
- Developing services for the community, employees, businesses and project proposers.

These initiatives are characterised by their great diversity of method and strategic approach to the settlement theme. A number of new attitudes and practices are emerging (provision for the presence of Northern Europeans, cultural integration, enhancing the collective representation of the area, and so on).

For some initiatives, the first aim is to work on mobilising residents and elected representatives in favour of the settlement policy and in parallel to work on producing and presenting information on the area's settlement provision. This mobilisation work helps to demystify settlement, to break with a number of preconceived notions about newcomers, to give residents renewed confidence in their area by showing that it is possible to succeed locally, etc. Apart from being a prerequisite for implementing an external communication strategy, the information production and presentation work has the advantage of highlighting an area's current provision. This is an issue to which elected representatives are especially sensitive since it primarily interests the resident population.

For other initiatives, the aim is to identify services that will need to be developed as a priority and/or to choose between direct assistance to businesses or improving the business environment by developing fringe services.

All must organise and network actors and partners of the areas in favour of optimising systems and realising the necessity of systematically exploiting the new skills/resources represented by newcomers (people or businesses).

All this confirms that a settlement policy is an eminently crosscutting policy. It would indicate that, in order for a settlement policy to succeed, more than for any other local development policy, a clear strategy must be drawn up and the actions to be implemented must be prioritised.

Although this initial review of settlement in LEADER+, conducted in parallel with the existing capitalisation process, has made it possible to identify a first series of promising initiatives, it is still too early to assess their full impact. This is all the more so since several LAGs have implemented simultaneously several of the individual initiatives presented here, suggesting that there may well be a degree of synergy between them.



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## APPENDIX

**Appendix 1 : Thematic analysis of settlement - Questionnaire to the 18 LAGs with the priority theme of settlement**

**Appendix 2 : Case studies achieved in the framework of this study - Illustration of the part 1 (results of the seminar)**



# APPENDIX 1

## Thematic analysis of settlement - Questionnaire to the 18 LAGs with the priority theme of settlement

QUESTIONS		Yes	No	Comments
<b>1 – What problem does the theme “settlement of new local actors and businesses” aim to address?</b>	As a means for combating population decline: a negative population trend with a <b>natural population deficit and negative net migration</b>			Other (specify):
	As a means for combating population decline: a negative population trend with a <b>natural population deficit and positive net migration</b>			
	To manage the influx of new residents			
	To improve the integration of resident communities			
<b>2 – The settlement theme is:</b>	A theme predating LEADER+			
	An opportunity offered by LEADER+			
	The theme of settlement is the territorial project			
	The theme of settlement is a strand of the territorial project			
<b>3 – Priority target group of the settlement policy</b>	The local population			Other (specify):
	Businesses (from outside the area)			
	Families of working parents with children (from outside the area)			
	Young people (from outside the area)			
	Northern Europeans			
	Senior citizens			
<b>4– What specific problems are you experiencing in setting up the area’s settlement policy?</b>	Mobilisation/support of elected representatives			<b>Please rank your answers</b>
	Mobilisation/support of residents			
	Problem with organising and networking actors to follow up and support newcomers			
	Presentation of information about the area and local settlement provision: access to land and housing, services, etc.			
	Choice of an external communication strategy			
<b>5 – How do you exploit the new skills represented by the new actors or new activities in the area?</b>	No systematic exploitation of new skills			Other (specify):
	By making recent or older arrivals the “sponsors” or “mentors” of newcomers			
	By introducing newcomers to local actors in the same line of business or the same voluntary or civic sector, or to those with similar leisure activities, etc.			
	By promoting their know-how, knowledge and skills to local decision-makers			
<b>6 – What tools specific to the settlement policy have you implemented? (give examples)</b>	Tools for ascertaining the area’s settlement provision (observatory, etc.)			Other (specify):
	A settlement charter			
	A newcomers’ guide, kit, settlement pack, etc.			
	Communication tools (brochure, communication campaign, etc.)			
<b>7– What are your requirements in terms of methodological or other support for the settlement policy?</b>	Support for local mobilisation			Other (specify):
	Support for setting up territorial observatories			
	A review of the provision and opportunities for settling in the area			

**Please rank on a scale from 1 (top priority) to 6 the different priorities of your area in terms of settlement:**

Housing/residential environment	Business and industrial land	Services	Space management, town planning docs	Organisation/networking of local actors in support of career and life plans	Information structuring
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## Questionnaire for LAGs involved in a priority theme other than settlement

Please state your priority theme:				
QUESTIONS		Yes	No	Comments
<b>1 – Is the LAG’s settlement policy:</b>	An action of the LEADER development programme?			
	A crosscutting policy corresponding to at least 2 actions in your development programme?			
	A strand of your territorial project?			
<b>2 – What problem does this policy aim to address?</b>	To manage the influx of new residents			Other (specify):
	Population decline			
<b>3 – Priority target group of the settlement policy</b>	The local population			Other (specify):
	Businesses (from outside the area)			
	Families of working parents with children (from outside the area)			
	Young people (from outside the area)			
	Northern Europeans			
	Senior citizens			
<b>4 – What specific problems are you encountering in setting up the area’s settlement policy?</b>	All groups (from outside the area)			Please rank your answers
	Mobilisation/support of elected representatives			
	Mobilisation/support of residents			
	Problem with organising and networking actors to follow up and support newcomers			
	Presentation of information about the area and local settlement provision: access to housing, services, etc.			
<b>5 – How do you exploit the new skills represented by new actors, new activities in the area?</b>	Choice of an external communication strategy			Other (specify):
	No systematic exploitation of new skills			
	By making former arrivals the “sponsors” or “mentors” of newcomers			
	By introducing newcomers to local actors in the same line of business, or the same voluntary or civic sector, or to those with similar leisure activities, etc.			
<b>6 – What tools specific to the settlement policy have you implemented? (Give examples)</b>	By promoting their know-how, knowledge and skills to local decision-makers			Other (specify):
	Tools for ascertaining the area’s settlement provision (observatory, etc.)			
	A settlement charter			
	A newcomers’ guide, kit, settlement pack, etc.			
<b>7 – What are your requirements in terms of methodological or other support for the settlement policy?</b>	Communication tools (brochure, communication campaign, etc.)			Other (specify):
	Support for local mobilisation			
	Support for setting up territorial observatories			
	A review of the provision and opportunities for settling in the area			

**Please rank on a scale from 1 (top priority) to 6 the different priorities of your area in terms of settlement:**

Housing/residential environment		Business and industrial land		Services		Space management, town planning docs		Organisation/networking of local actors in support of career and life plans		Information structuring	
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## APPENDIX 2



## CREATION OF A NETWORK OF ACTORS: ‘CAP ACTIF’

**Background:** As a result of a dual industrial and agricultural crisis, the area has been suffering particularly heavy rural migration for the past twenty years. The Park’s policy aims to regenerate the economic fabric by creating new activities. After drawing up the “standard profile” of the project proposers in the area, the Park has been able to identify the specific problems that project proposers encounter: confusion over the role of the different settlement organisations, compartmentalisation between these organisations leading to fragmented advice to business creators and sometimes a lack of follow-up. An analysis of the pathways of project proposers has demonstrated the benefits of networking as compared with setting up a one-stop shop.

**Objective:** To create a network of all the area’s resource people working in the fields of settlement, support and follow-up of project proposers, instead of a one-stop shop. The aim of the network is to provide “customised” support to project proposers from the stage of formulating the idea up until the stage of “developing the business start-up”. The network must be structured to promote the territorial *transparency* and the *complementarity* of support actors. This should help to guide project proposers more effectively to the right contact persons.

**Target group:** the settlement actors of the Livradois Forez area and ultimately project proposers

### **Implementation:**

1. *Setting up development training for consular office technical experts, organisers of associations of municipalities and Park technicians.* There have been numerous benefits:

- The various actors share the same culture.
- Pooling of information and tools.
- Better understanding of one another’s positioning and responsibilities.
- Setting up a system for monitoring project proposers.
- Policy extended to the whole area.
- Signature of a Charter between all the actors involved.
- Professionalisation of network members via joint training sessions.

2. *Creation of a network of actors operating as follows:*

- Regular meetings of settlement actors with project proposers: information on projects, appropriate distribution of tasks, detailed agenda and minutes.
- Joint training sessions.
- Crosscutting working groups on promoting the area, classifying the provision of activities, etc.
- Exchange for brokering activities and premises.

3. *Organisation:*

Creating working groups: each participant represents his or her organisations via a specific formal brief authorising him or her to make proposals.

Linking the Technical Working Groups and the Steering Committee by means of mutual exchange of information and endorsements.

## RESULTS

The first “test” network involving the consular offices, associations of municipalities and the Park was extended one year later to organisations of the *département*. It now has 22 members: 2 international chambers of commerce, 2 local initiative platforms [non-profit associations set up to aid and encourage business creation within the local economic community], 2 Chambers of Agriculture, 2 Chambers of Trade, 10 communities of municipalities, an Expansion Committee, two associations (ADIE and Puy de Dôme Garantie), a business creation support organisation, and the Regional Nature Park

A first survey of the number of projects presented during the test year (June 2003 to June 2004) was made, revealing that 250 projects had been presented. Due to a lack of historical perspective, it is not yet possible to ascertain whether there has been an improvement in guidance to project proposers.

**Duration of the experiment:** One year for development training, then one year for testing the operation of the network, i.e. 2 years before it was opened up to include other organisations.

Frequency: 4 two-day training sessions over the year and 4 individual training days. 4 meetings of the Steering Committee to set up the network and 2 meetings during the test year. Unofficially, there were also the joint festive thematic evenings.

**Cost of the operation:** The cost of development training, including accommodation and subsistence costs, was €24,392 including taxes.

## COMMUNICATION TOOL: TRIGGER FILM

**Background:** The Monts d'Ardèche Regional Nature Park, in partnership with the Syndicat Mixte de la Montagne Ardéchoise, has embarked on a settlement policy under the European LEADER+ programme, the objective of which is to finance and set up schemes for keeping residents in the area or getting newcomers to settle there.

The strategy for developing this policy has led the Monts d'Ardèche Regional Nature Park to set up a "Settlement Observatory" designed to be a real exchange and mobilisation network on the theme of settlement (assessment and monitoring of the settlement policy, mobilisation of local actors, provision of information on the area and its advantages, and the construction of tools for all partners). In this connection, the Park has proposed the production of a trigger film to induce newcomers to settle in the area.

**Objective:** To develop an innovative and attractive communication tool to promote the area as an area where working people and residents can settle. The communication tool has four objectives: 1) To provide information on the theme of living and business creation in the area (settlement pathways, problems experienced, etc.); 2) To raise the awareness of elected representatives about their decisive role; 3) To raise the awareness of settlement organisations about their support role; 4) To attract potential project proposers and would-be settlers.

**Choice of themes addressed:** within the general theme of business creation and settling working people and their families in the area, the ideas identified in the study "Analysis of business creation" by Pollen Scop (2003) were taken up and illustrated: 1) Business creation represents a real life plan; 2) Business creators must be given support and guidance; 3) The involvement of elected representatives is decisive to a project succeeding; 4) Lack of housing is an obstacle to settlement in the area.

**Dissemination and target group:** local elected representatives, settlement partner organisations, project proposers (business creators in the process of settling in the area and would-be settlers).

**Implementation:** an audiovisual production company was commissioned to *write* the script and *produce* the film. The company was responsible for choosing a film director and production assistant. The film was produced on the basis of: 1) the conclusions of an upstream study (Pollen Scop, 2003); 2) the personal accounts of volunteer interviewees.

### Methodology

1. Coordination meeting between the film director and the Park (which was closely involved in all the various phases of work by means of a signed agreement). The meeting analysed the objectives of the film and defined the messages to be conveyed (taking up the ideas identified by the Pollen Scop study). The list of volunteers to be filmed was given to the production company, together with the corresponding interview guideline sheets, the Pollen Scop study and its conclusions (Power Point).
2. The film director wrote the script of the film.
3. Interim meeting with the Park to endorse the script.
4. One or more interim screenings of the film to enable the Park to endorse the rough cut of the film, on the advice of the Observatory steering group, comprising the following members: Monts d'Ardèche Regional Nature Park, Syndicat Mixte Montagne Ardéchoise, Sites de Proximité, Consular Offices, county council, public amenities office of the département and development associations.

**Duration of the experiment:** in total, the assignment lasted for 5 months, including ? months following signature of the agreement.

**Cost of the initiative and financial arrangements:** the production of the film required a budget of 21,000 euros, 20% of which was paid when the agreement was signed, 40% when the roughcut of the film was endorsed and the remainder was paid on final delivery.

**Delivery of the assignment:** Reproduction was in the form of a 26-minute VHS video film, to which were added a series of short sequences for the website (7 two-minute sequences and 2 three-minute sequences). It has already been distributed to the partner organisations and there was a final screening in front of the steering group.



Identification sheet

## EXPERIMENTAL AND DEMONSTRATIVE PROJECT: 'SETTLEMENT VILLAGE' CHARTER

**Background:** The Monts d'Ardèche Regional Nature Park, in partnership with the Syndicat Mixte de la Montagne Ardéchoise, has embarked on a settlement policy under the European LEADER+ programme, the objective of which is to finance and set up schemes aimed at keeping residents in the area or getting newcomers to settle there.

The strategy for developing this policy has led the Monts d'Ardèche Regional Nature Park to conduct an initiative to "enhance housing provision and the attractiveness of villages". Various stages were defined for the initiative (review of housing provision, awareness-raising activities, municipal planning documents), ending with a search for experimental and demonstrative projects, including a 'settlement village' charter, described here.

**Objective:** to provide funding for ten model projects in municipalities that have adopted a positive approach to settling working people and new residents in the area.

**Target group:** municipalities and associations of municipalities

**Implementation:** introducing an "innovation and commitment grant", including a project funded by a municipality or association of municipalities.

### Methodology

*Application procedure:* to be eligible to apply, municipalities or associations of municipalities had to meet the following conditions:

- ⇒ To have carried out at least two initiatives in the following fields in recent years:
  - a. Effort to create permanent housing (e.g.: top-up financing for ANAH grants for improving rental accommodation, request for the creation of social sector housing, etc.).
  - b. Schemes for the creation or maintenance of community services.
  - c. Schemes to assist the settlement of working people (e.g.: a business incubator, provision of business premises, provision of model housing, etc.
  - d. Schemes to promote housing and the environment (renewable energies, attractiveness, architectural quality, smartening-up schemes, etc.)
- ⇒ To have had one or more model projects in these fields.

### Selection of applications according to this criterion by the Planning Committee

*Meeting of the Planning Committee* to define the contribution made by one of the model projects of the municipality. (Consideration of available funding and of rules on eligible costs)

**Result:** three years after the programme was launched, a single municipality applied and therefore this was the only initiative funded for a six year period out of the planned ten. The initiative has suffered from not being adequately publicised amongst municipalities. No specific information has been produced on this scheme. It was publicised on the basis of the contacts established by the coordinators and by the members of the Park Planning Committee and the Montagne Ardéchoise area.

### Cost of the initiative and financial arrangements:

The aim of the selected project was to resettle a master baker in a village and was divided into two parts:



#### Identification sheet

1) Refurbishment of the premises which were left in an unfit state by the previous tenant (paint, frontage, cleaning and disinfection, replacement of four picture windows). Cost = 10,535 euros excluding tax, including a 25% grant.

2) Construction of a wooden kiosk (4 metres in diameter) to act not only as a shelter for bus users, but also to protect a shopkeeper from bad weather during the local-producers' market. The Planning Committee wished to build the kiosk from chestnut wood in order to exploit this local resource. Cost = 7,000 euros excluding tax, including an EAGGF grant of 68% and a grant from the *département* of 19%.

In total, the project cost 17,535 euros excluding tax, in which LEADER+ assistance averaged 42% of the investment, i.e. 7,364 euros.