



# **Review of Regional and Countrywide Partner Profiles**

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## Review of Regional and Countrywide Partners Profiles

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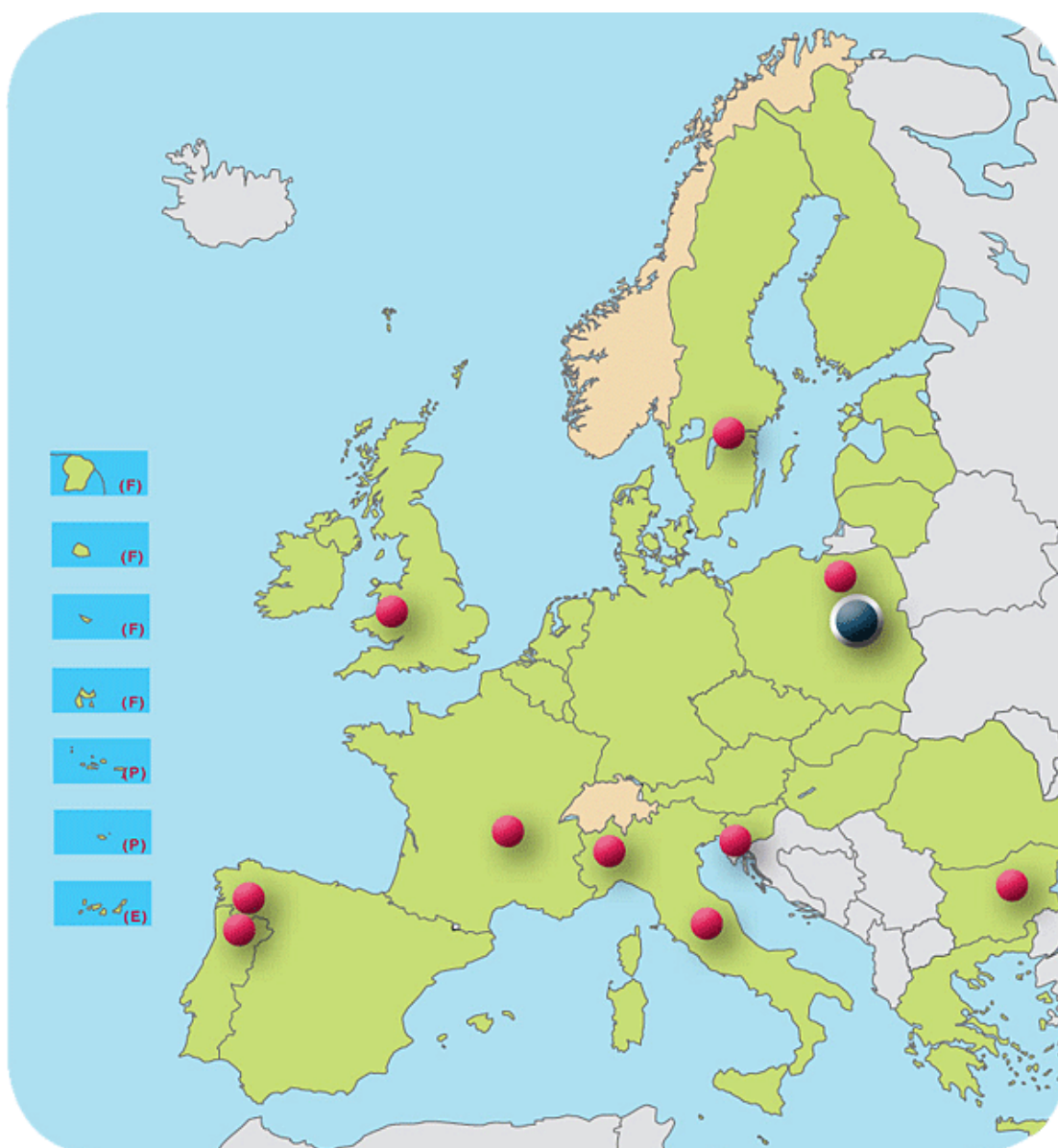
## Regional and Countrywide Partners Profiles

### Summary

This section gives a profile of the participating organisations and the localities that these partners represent in relation to the B2N programme. Although each partner area is unique, B2N seeks to identify commonalities between the areas and thus opportunities to share experiences and learn from them.

We have in this section used simple graphic examples to compare statistical feature about the partner areas alongside recording common information. But to give a more detailed comparable picture of the areas we have identified common issues through compared analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) set out by each partner in their profiles .

The map below indicates the distribution of partners.



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## **Introduction**

Profiles of individual partners are appended. It is clear from these and from the illustrative graphs that there are few parameters that are closely shared by the partners. Organisational structures vary, from statutory agencies that are part of the formal governance of the partner countries (where B2N focussed activities are not a primary objective) to more specialist organisations with a dedicated interest in B2N related actions. The partners cannot be closely defined by either geographic size or by population and although in the case of some partners the spread of population to land area is similar this may be skewed by the inclusion of one or two large centres of population within the study area. A short review of population and area is set out below in the section Area and Population.

Acknowledging the lack of similarity between the partners in terms of statistical comparitors and organisational structures, issues based comparisons become a useful means to show similarity. It is a point to note the value of INTERREG here in creating an opportunity for learning by exchange of experience and an interpretation of the local to the general which could not easily be undertaken by desk based research.

Similarities between partner areas and the identification of issues for in depth investigation through study visits is illustrated by the shared perceptions of each partner's Strengths Weaknesses Opportunities and Threats. (SWOTS). As part of the Partner profiling SWOT analyses were undertaken for four themes: Small and Medium Sized (SME) Development; Tourism Activity; Natural Environment and Built Heritage. The results of the SWOTs were amalgamated and show shared issues in each theme, see the SWOT Results section below.

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**Partner Organisations:**

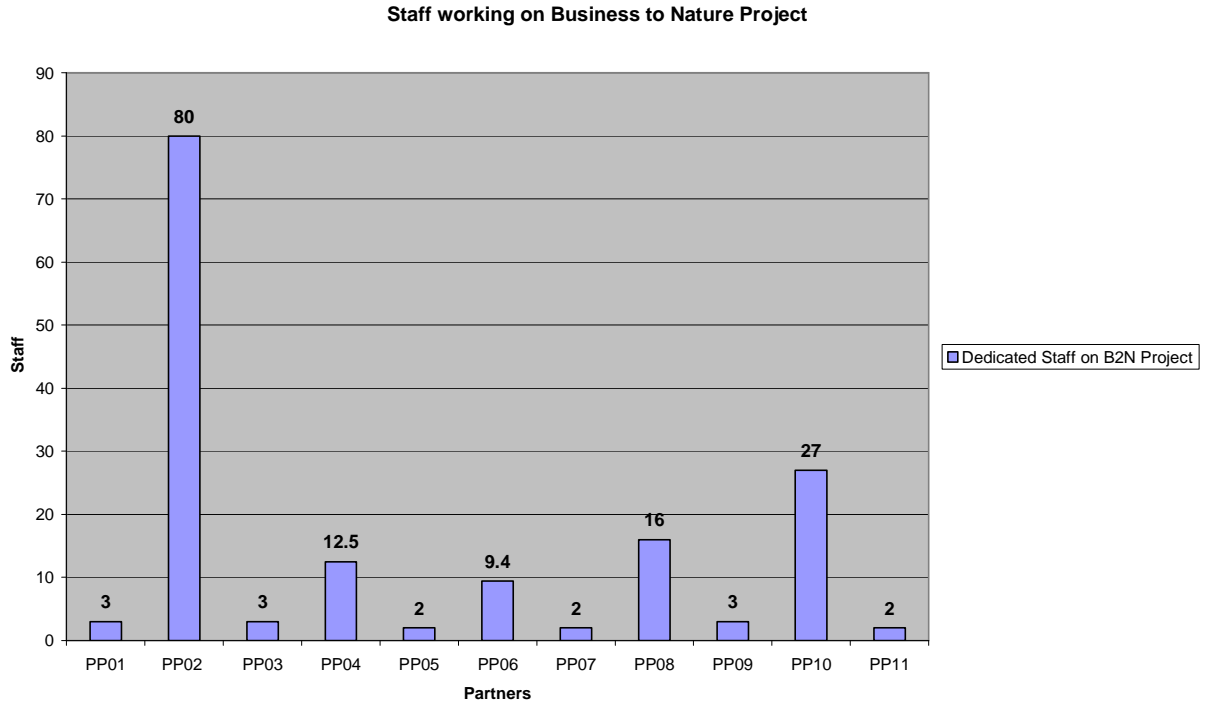
The general purpose of individual partner organisations is varies some have a specific remit for example a focus on tourism or local development while others ore more general in their activity. As a result of this variability there are wide differences between the number of employees in each partner organisation from as few as 6 to over 7,000 and but also the % of those employed that are involved in activities which are the focus of the B2n Study.

Number of Employers by partnership

<b>B2N Ref</b>	<b>PARTNER NAME</b>	<b>Number of Employees</b>
<b>PP1</b>	<b>LP PART</b>	20
<b>PP2</b>	<b>Warmia-Mazury</b>	101
<b>PP3</b>	<b>Ourense</b>	30
<b>PP4</b>	<b>Östergötland, Sweden</b>	250
<b>PP5</b>	<b>Perugia</b>	1200
<b>PP6</b>	<b>Auvergne</b>	47
<b>PP7</b>	<b>Powys</b>	7120
<b>PP8</b>	<b>Gran Paradis</b>	16
<b>PP9</b>	<b>Alto Tâmega</b>	12
<b>PP10</b>	<b>Veliko Tarnovo</b>	180
<b>PP11</b>	<b>Pivka</b>	6

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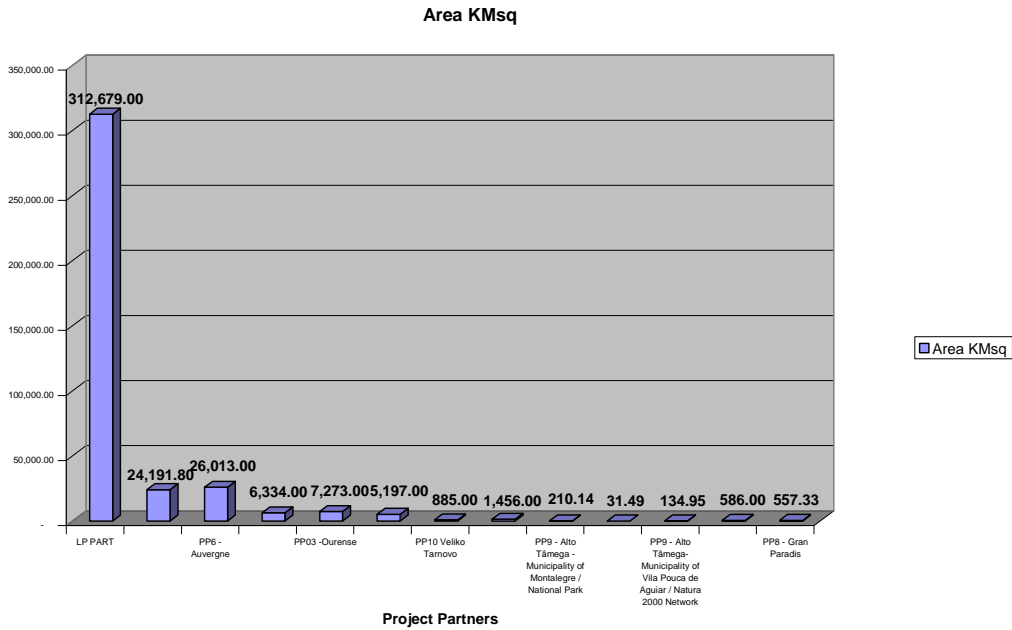
% of partner activity that is directly dedicated to actions that are the focus of B2N (staff)



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**Area and Population**

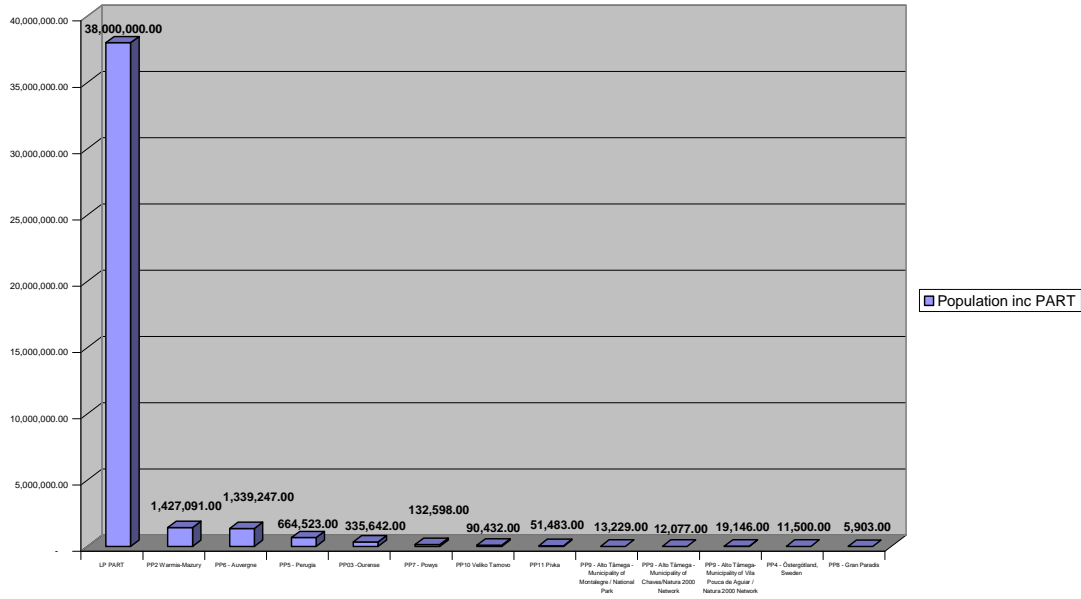
It has been noted above that the study areas identified by the participating partners have different characteristics of population density and geographic area. The graph below highlights the difference in geographic size of the partnerships.



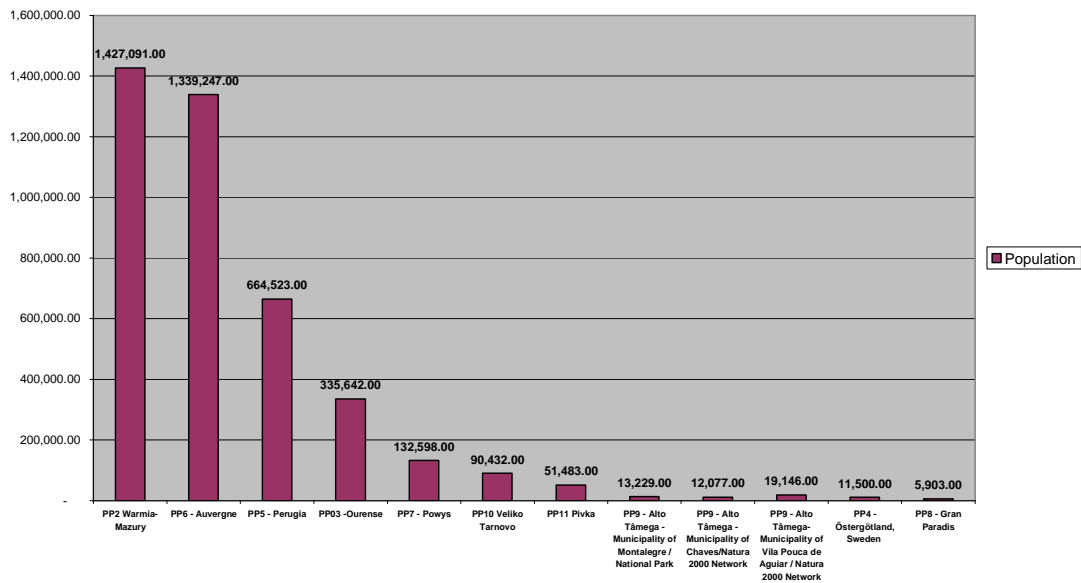
Here we see a wide gap between the population of PART and the other participating Partners, graphs have been produced both including and excluding PART to show more visually the other partners populations.

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Population inc PART



Population without PART





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Population size ranges from approximately 6,000 for the study area of the Gran Paradis partner to in excess of 1.4 million for Warmia Mazury while the area considered by PART has a population of over 38 million. Using population the areas can be broadly divided into three areas: Small – maximum of 60,000 residents

Medium – population between 60,001 and 700,000

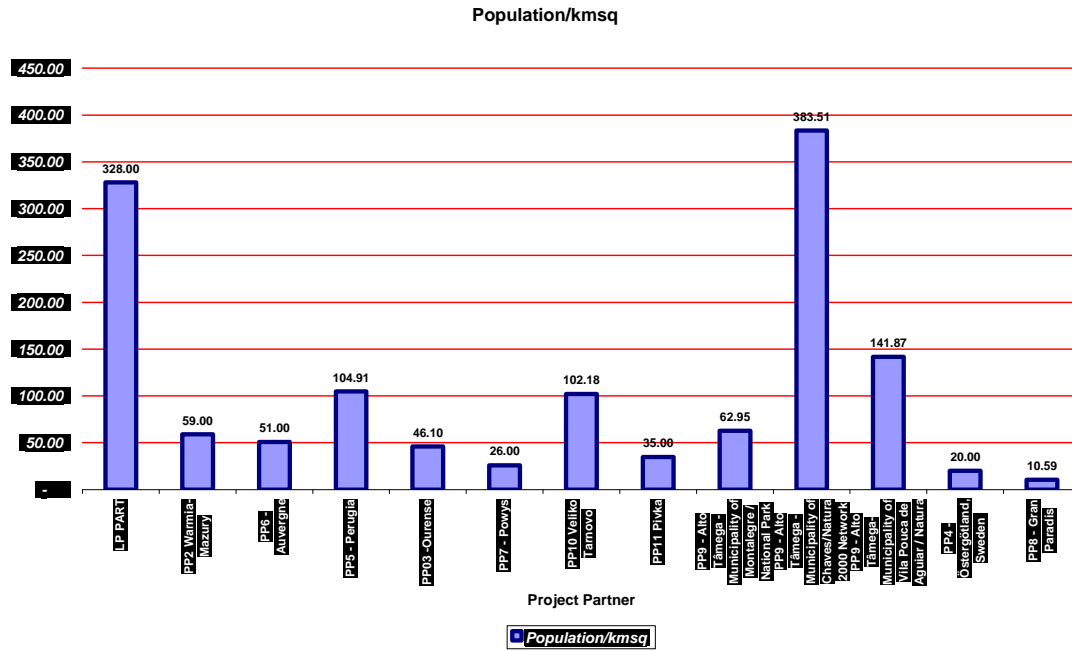
Large – population of over 1 million

**Population categories of B2N partners**

Small	Medium	Large
Gran Paradis	Veliko Tarnovo	Auvergne
Ostergotland	Powys County Council	Warmia Mazury
Pivka	Ourense	PART
Alto Tamega	Perugia	

A wide range is also covered by density of population, from as few as 10.59 inhabitants per square kilometre to a maximum of over 300.

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There is a spread of groupings of density, and the definitions are only relative within the B2N study:

Very low: less than 30 per km square

Low: between 31 and 60 per Km Square

Medium: between 61 and 120 per km square

High: above 121 per mk square

**Population Density of B2N partners**

Very Low	Low	Medium	High
Gran Paradis Ostergotland	Powys Pivka Ourense Auvergne Wamnia Mazury	Alto Tamega Veiko Tamovo Perugia	PART (Alto Tamega)

**NUTS Designation of Partner Areas**

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<b>B2N Ref</b>	<b>PARTNER NAME</b>	<b>NUTS designation</b>
<b>PP1</b>	<b>LP PART</b>	<b>3</b>
<b>PP9</b>	<b>Alto Tâmega</b>	<b>3</b>
<b>PP8</b>	<b>Gran Paradis</b>	<b>3</b>
<b>PP7</b>	<b>Powys</b>	<b>3</b>
<b>PP6</b>	<b>Auvergne</b>	<b>2</b>
<b>PP5</b>	<b>Perugia</b>	<b>3</b>
<b>PP4</b>	<b>Östergötland, Sweden</b>	<b>3</b>
<b>PP3</b>	<b>Ourense</b>	<b>3</b>
<b>PP2</b>	<b>Warmia-Mazury</b>	<b>2</b>
<b>PP10</b>	<b>Veliko Tarnovo</b>	<b>3</b>
<b>PP11</b>	<b>Pivka</b>	<b>3</b>

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**Strengths, Weaknesses, Opportunities and Threats**

The SWOT analyses go some way to characterising the similarities of the B2N project partners. . The results of the SWOTs were amalgamated and show shared issues in each theme.

Table a) SWOT results common to B2N partners.

**SME Development**

**Strengths**

High Value/skilled workforce  
Agriculture/forestry

**Weaknesses**

Agriculture – low income/aging workforce  
IT infrastructure – poor Internet

**Opportunities**

Tourism – integration in tourist routes  
Improve infrastructure

**Threats**

Competition  
Lack of business support

**Tourism Activity**

**Strengths**

Natural & cultural heritage  
Good geographic location  
Seasonality  
Good quality of living

**Weaknesses**

Poor local coordination between providers  
Poor infrastructure (road, rail, etc)  
Seasonality  
Lack of investment

**Opportunities**

Promotion of local produce  
Improved tourist provision (routes, etc)

**Threats**

Competition  
Low cost travel to other destinations

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**Natural Environment**

**Strengths**

Actual unique natural environment

Protected status

**Weaknesses**

Lack of awareness/knowledge

Fragility of environment

**Opportunities**

Improve public policy

Alternative energy production

**Threats**

Environmental disaster

Mass Tourism

**Built Heritage**

**Strengths**

Good variety of unique properties

High property value

**Weaknesses**

Lack of investment

Poor marketing coordination

**Opportunities**

Awareness raising

Promotion

Investment to encourage restoration

**Threats**

Deterioration – lack of interest/investment

Preservation orders

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The economic context of the SWOTs suggest that the key partners are united by general economic disadvantage that typically relates to 'rurality'<sup>1</sup>:

- Poor access and high transport costs
- Declining agriculture and related industries
- Seasonal and low paid tourism employment
- Remoteness and sparsity.

However, issues often recognised again as related to rurality tend towards highlighting strengths when viewed in relation to a social and community context:

- Traditional community life and values
- Self reliance
- Local entrepreneurialism
- Remoteness of governance
- Valued quality of life

At the second steering group meeting, partners undertook a prioritisation of the common issues identified from the SWOT Analyses, the full outcomes related to each partner are annexed. The table below identifies the most common top priorities by theme:

<b>Strengths</b>	
SME Development	Agriculture/forestry
Tourism Activity	Natural & cultural heritage
Natural Environment	Actual unique natural environment
Built Heritage	Good variety of unique properties
<b>Weaknesses</b>	

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<sup>1</sup> **Rurality** - often a consequence of being a small, scattered population and characterised by things such as a limited range of employment, a lack of services, low levels of provision of public transport and an unbalanced age profile.

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SME Development	Agriculture – low income/aging workforce
Tourism Activity	Poor local coordination between providers
Natural Environment	Lack of awareness/knowledge
Built Heritage	Lack of investment
<b>Opportunities</b>	
SME Development	Improve infrastructure
Tourism Activity	Improved Tourism provision (routes, etc)
Natural Environment	Alternative energy production and Improve public policy
Built Heritage	Investment to encourage restoration
<b>Threats</b>	
SME Development	Competition
Tourism Activity	Low cost travel to other destinations
Natural Environment	Environmental disaster
Built Heritage	Deterioration – lack of interest/investment