Structural Picture of Skåne – future challenges
LAND USAGE, ACCESSIBILITY AND MULTI-HUB COMMUNITY STRUCTURES  
– Structural Picture of Skåne

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Structural Picture of Skåne – future challenges
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Näringsliv, handel och service i Skåne (2008)
Markanvändning i Skåne (2009)
Image och attraktionskraft i Skåne (2010)
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We live in exciting times. 1.2 million people live in Skåne today and the population is growing. This is an attractive region to live and work in and it has made Skåne into one of the most dynamic regions in Sweden. The many opportunities for development mean that there are new physical planning challenges: Skåne has Sweden’s most fertile farming lands, it is one of Scandinavia’s most densely populated regions, people want to move here, it attracts new company start-ups and businesses want to relocate here. How should Skåne develop? What is meant by the right thing in the right place? If Skåne is to enjoy long-term sustainable growth then all parties in the region must work towards common goals through strategic planning. Together we can exploit the potential and opportunities that Skåne has to offer.

Although physical planning is the responsibility of the municipalities, sustainable development for the whole of Skåne requires a regional perspective and constructive collaboration between all parties working with town and country planning. To successfully manage future growth, the municipalities of Skåne and Region Skåne must develop and work within a common framework. In 2005, we began to develop a joint knowledge-bank within the Structural Picture of Skåne (Strukturbild för Skåne) project; the information encapsulates developments in the individual municipalities and Skåne as a whole. This is an ongoing process designed to advance and promote a dialogue between the municipalities involved in physical planning and development opportunities. At the same time as new infrastructure components, new dwellings and new places of employment are planned we must safeguard our farming lands and green open spaces. The physical planning must take into account the development of attractive living environments and places where people will want to live and work – in this way we will continue to strengthen Skåne’s competitive edge.

This is a summary of the reports and theme memoranda (TemaPM) that have been compiled up to and including October 2010 within the framework agreed for the Structural Picture of Skåne project; the focus has been on conclusions and challenges. With the help of this summary, the project group will highlight the challenges we face and use them as a platform for further discussions in our work to lubricate and coordinate town and country planning development opportunities in Skåne in collaboration with the municipalities of Skåne, Region Skåne and other interested parties.
Where are we today?

Developments in Skåne must be sustainable – all parts of the region shall share in its development and the multi-hub structure strengthened. With the region in balance, local conditions can be gainfully exploited in coordination with what is best for the whole region. Developments in one area of Skåne must not be at the cost of another area. The reports and theme memoranda recorded in the Structural Picture of Skåne give an overall picture of the situation in Skåne today – this is summarised in this section of this paper.

Skåne is an expanding urban area
Urbanization is a fact and it is happening fast. Since 2008, over half the population of the world lives in urban areas, in another 50 years this will grow to two thirds. This move is a phenomenon that all cities, regions and nations must act on. This trend is particularly evident in Skåne which is now considered to be metropolitan area. The development has been magnified by our closeness to Copenhagen in Denmark and the subsequent growth of the Öresund Region.
Since the 1960s, the population of Skåne has grown faster than any other area of Sweden; today, the population grows by approximately 15,000 persons per annum; it is estimated that the population of Skåne will grow by 125,000 persons by 2018. The majority of these people will reside in Malmö, Lund and Helsingborg although on a percent basis Staffanstorp and Svedala will probably head the list. Forecasts for the next eight years indicate that only Östra Göinge will show a negative trend in real terms.

The main cause of population growth is people moving into the region, this is from both other parts of Sweden and abroad. The majority of immigrants (national and foreign) are young adults and the average age of the residence of Skåne is lower than for the rest of the country. The relatively large percentage of people of a working age in Skåne means that the region has a good balance of labour resources vis-à-vis the rest of the country.

The population structure of the different municipalities in Skåne varies. The average age of the population is lowest in Lund, Malmö and Kristianstad, with surrounding population centres, vis-à-vis the average age in Skåne. Generally speaking, even the smaller urban areas in western Skåne have a lower average age; on the other hand the average age in southeast Skåne and Båstad is high. A large percentage of the people who live along the coast of the Öresund and in the vicinity of Åhus have a high income. The average education level of people who live in Skåne is relatively high and, percentage-wise, the population of Skåne comes fourth on a list of Swedish people with a higher education. The differences in education levels within Skåne are large. In Malmö and Lund and the neighbouring urban areas, and in Helsingborg, Hässleholm, Kristianstad and along the Öresund coast the average education level is high whereas it is
lower in a number of urban areas east of Helsingborg and in east Skåne.

The residential property market is under pressure

For the past few years there has been an ever-increasing demand for residential properties in Malmö and Lund. This demand together with a very low new production level has resulted in soaring property prices. Commuter traffic capacity has however increased and made it easier for the residents of Skåne to travel for work and pleasure using public transport – the spin off effect has been that people have looked for accommodation outside the Malmö/Lund area and created a demand for dwellings in new areas and thereby a property price increase outside the larger municipalities.

The majority of the municipalities in Skåne, 25 of 33, say that they have a shortage of dwellings. Access to accommodation is important and there is a clear link between growth, the housing market and manpower mobility. In areas where there is a big shortage of dwellings people become less inclined to move, and this in turn makes it difficult for individuals to find a home.

Accommodation in Skåne is divided almost equally between residential houses and flats in apart-
ment blocks. Two thirds of all flats in apartment blocks are in the municipalities of Malmö, Lund, Landskrona, Helsingborg and Burlöv, in the other municipalities of Skåne the largest percentage of dwellings are residential houses. In recent years, the building of small self-contained houses has dominated new dwelling production.

Trade and industry
As with many other parts of the world, Skåne is experiencing a structural transformation; the economy is slowly but surely moving away from manufacturing to service and knowledge based industries; a process that also requires a rethinking of physical planning. In industrial societies, resources such as raw materials and factories were often tied to a specific place whereas post-industrial societies are characterized by an increase in mobility, this applies to both manpower and companies; one of the most important production factors is human capital and as such companies tend to move to areas where they have good access to a skilled and knowledgeable workforce. This in turn puts demands on society, if a municipality is to attract companies it must first attract potential employees by offering them a living standard that appeals.

It should be said that manufacturing industries are still of importance to the economy of Skåne as are energy and water suppliers and waste disposal companies. Industries that are knowledge or research and development based are primarily located in the south-west of the region whereas manufacturing industries dominate the northeast.

Unique accessibility
The distances between population centres in Skåne are short both physically and time-wise. The public transport system is comprehensive with both local

SOUTHWEST SKÅNE is the driving force in the economy of Skåne. The service sector is important and the workforce has a high education and thereby a high production value. Specialised types of work include research and development, higher education, post-order, e-commerce, wholesale trade, specialised hospital care and advanced business consultative services.

NORTHWEST SKÅNE is home to a more varied composition of businesses, however commerce and logistics play a particularly important role and there is strong growth in wholesale trade and commerce in the leisure and recreational products and items for the home sectors. Other businesses in the region include logistics centres and manufacturing industries.

THE FOCUS IN NORTHEAST SKÅNE is on primary and manufacturing industries. Many of the industries are labour intensive and price sensitive, both of which make them vulnerable to competition from low-income countries.

SOUTHEAST SKÅNE is a small and locally oriented market meeting special needs; of particular importance are primary industries, comprehensive and upper secondary schools/colleges, building and construction, convenience goods and out-patient medical services. Recreation, leisure and tourism are also important activities.
and regional bus services and regional train services. Fifty percent of the population of Skåne lives within two kilometres of a railway station and it is easy to live in one centre and work in another. Public transport developments have been one of the main reasons for the region’s growth during the last decade.

Many commuters live in dormitory suburbs and travel to work in the larger centres such as Malmö, Lund, Helsingborg, Kristianstad and Hässleholm every day. There are a number of such suburbs on the outskirts of Lund and Malmö.

The local labour market is expanding and Skåne is currently divided into three local labour market regions: west Skåne, Kristianstad and Älmhult. The largest labour markets are in the bigger urban centres but they also have the highest unemployment figures; this can be explained by the fact that new jobs are frequently given to people who live outside the municipality and the fact that these urban populations grow faster than the job market.

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**Inter-municipal commuter traffic, over 500 commuters/day**

Number of commuters

- 502 - 1000
- 1001 - 3000
- 3001 - 5000
- 5001 - 10874

*The flow of commuters across the Öresund is to the whole of Denmark*
Part of the dynamic Öresund region

3.7 million people live in the Öresund region and it is the most densely populated region in northern Europe. Approximately 20,000 people commute between Skåne and Zealand in Denmark every day, 90 percent of these live on the Swedish side of the Öresund. The commuter figures far exceed the pre-bridge forecasts made over ten years ago and it is believed that the numbers will continue to grow in the coming years. As the Öresund region has become more integrated, the number of accommodation and job openings has grown, the opportunities for research, education and culture and the arts collaboration have also increased. Trade and commerce between Denmark and Sweden has also grown – not only are there more opportunities for Danish companies to establish themselves in Skåne but the 'local' market for companies based in Skåne has grown too. The Öresund region is responsible for over 26 percent of the total GNP for Sweden and Denmark, a clear sign of the increased integration. The Öresund region is a dynamic region and being a part of it means new development opportunities for all the municipalities in Skåne.
A number of important physical planning issues have been identified within the framework for the Structural Picture of Skåne and we are looking forward to resolving these challenges with the municipalities of Skåne. The key issue is how we can plan for a long-term sustainable physical structure and land utilization. In the new infrastructure, housing and workplace planning, it is important to protect the farming lands and green areas and at the same time offer attractive living accommodation where people will want to live and work.

The municipalities of Skåne are charged with ensuring that the physical planning will meet the needs of the future while safeguarding the potential of the region’s development. As one of the country’s most expansive regions Skåne has huge potential.

Collaborate and grow
Just how should the land be used? The regional differences in population trends mean that each municipality has its own planning needs. Although the municipalities have a lot of say in how land shall be used, the big challenge is to create a balance between social, economic and environmental development; this cannot be achieved by only working within each municipality’s geographical boundaries. It is important that the municipalities collaborate closely with each other if we are to maximise the benefits of Skåne’s dynamic growth. If the region is to grow in a sustainable manner, the larger conurbations need to be supported if they are to manage the pressure of a fast growing population. The population imbalance in Skåne requires a more developed public transport system that will make the smaller urban centres more accessible and thereby more attractive for people to live and work in. The challenge is to neutralise bottleneck thinking in the planning stages and concentrate on coordinating the work of the municipalities as well as the regional and national actors. How can we use land to the maximum benefit economically and, at the same time ensure that we maintain the region’s attractiveness and its long-term sustainable development?

The development and growth of urban areas will and must continue if we are to accommodate all the people who wish to live in the towns and cities. The physical planning challenge is to use planning as a tool to establish a sustainable society that is open, accessible and meets the expectations of all the residents with respect to where and how they will live. Planning must include creating the conditions that allow easy access to work and education whilst maintaining good health, a zest for life and the opportunities to develop as we will in a safe environment.

In order for Skåne to develop in balance it is vital that the municipalities in the region see their municipality as part of the whole region and illuminate their municipality’s strengths and development opportunities. Once this is done the roles they play can be cultivated and work related to business, the labour and housing markets, education, culture and the arts, tourism and the infrastructure can be developed as team work and thereby strengthen the development of the whole of Skåne.

Municipalities – get involved!
Growth puts demands on community planning, it must be both expansive and ensure long-term sustainable development. Physical planning, which must include a balance between the benefits for the individual as well as the community, is a municipal responsibility. However, a sustainable development for the whole of Skåne requires a regional perspective and even more collaboration. In the last few years, the conditions for community planning have changed.
Many municipalities feel that they have lost some of their authority and that it is the market that dictates where and when things will happen. At the same time the municipalities have a very strong position – the municipal planning monopoly. The question is: do the municipalities use these instruments to their full advantage? That is to say do they have a clear vision of future development? Do they have a well established structure plan? Do they work actively with land ownership? Do they ensure that the municipal housing corporations are at the forefront of property development in the area? Do they practice advanced planning? All of these questions require that the municipalities take the initiative.

The municipalities must play a more active role and take the reins! Those municipalities that know how they want to develop have more negotiating power both locally and regionally. Having an exploitation plan ready is vital if one wants to play an active role and take advantage of the opportunities as they occur in the development of Skåne. Municipalities that waver will find themselves on the periphery of this development. Municipalities that have a common vision and goal will find it much easier to take a leading role.

The interfaces between the municipalities, region and the business sector are growing. As competition gets tougher it becomes even more important to find new ways to collaborate and thereby strengthen and complement each other. It is a challenge for the municipalities to further develop methods that facilitate collaboration between the various parties in the planning process so as to incorporate the interests of all parties at an early stage. It is important to talk to other municipalities as well as the business sector and residents. Traditional working methods must be rethought, the role of the planners and the physical
planning modernised. In planning matters the municipalities must operate in a number of different arenas, local, regional, national and global, and drive development – both long-term and short-term. It is important that the municipalities take a leading role.

Planning for the right thing in the right place
The distances between population centres in Skåne are short both physically and time-wise; it is quick and easy to get from one place to another. Land, water and energy resources in Skåne must be utilised in a sustainable manner, this means that we must make clear priorities when using land resources. How should the land be exploited? To ensure that the right thing ends up in the right place we must consider the interests of all parties – this requires a new way of thinking and new forms of collaboration.

All parties in the region must work together to ensure effective and efficient land usage; this means the economic use of farming lands and the exploitation of the existing infrastructure in an effective and wise manner. The challenge for the municipalities and other interested parties is to collaborate and develop a strategy that ensures the efficient use of land and make plans so the need for transport does not increase because the location of a unit has not been properly thought through.

Using a regional perspective and inter-municipal cooperation it is possible to improve land and building matching with local assets and needs – in this way the right thing has a better chance of finishing up in the right place. A properly thought through analysis of future development prospects will give the municipality an opportunity to assert the long-term interests of the public and other parties in the physical planning. The challenge is to develop new working methods for effective land usage that take into account the regional perspective.
Put it on the map!
Inter-municipal competition can sometimes be tough but the toughest competition is generally at a global level. If Skåne is to participate in the global tug of war for citizens, visitors, capital, companies, events and attention it needs to have more than just the ‘world’s best’ childcare, schools and care of the aged; today these services are seen as obvious as clean water and good sewers. Competition today means being the place where people want to live. In short, towns, municipalities and regions have everything to win by having a good image and a ‘brand’ that encourage people and companies to move to your area. For the individual municipality this means, amongst other things, that at an early stage, the physical planning should be clearly designed to create the conditions where people can live well. Happy residents will encourage companies and others to invest in the municipality. Skåne and its municipalities’ ability to offer a society where people want to live and work affects the whole region’s development opportunities – this is of ever increasing importance if we are to create a sustainable society from an economic, social and ecological perspective.

People involved in the physical planning have a central role in the creation of an attractive municipality and region and must continually consider the municipality’s development features – this can be found within the municipality’s own organisation as well as with the residents and business community. If common ground can be found with respect to strengths and weaknesses then the opportunities for being able to broadcast a believable and tempting picture of the municipality are manifold.

Strengthen Skåne’s multi-hub concept!
Skåne comprises a network of population centres. The short distances, both physical and time-wise, create an attractive multi-hub concept where each hub is easily accessible. Each hub has a unique value and complements its neighbours and in this way they are all an asset to everyone who lives and works in the region. This value should be exploited and protected when working with physical planning.

We who live in Sweden are far more mobile than we were just 50 years ago. Many people live in one place, work in another and do their shopping in a third. However there are some parts of the region that do not have as much access to the regional network as they should. If we are to strengthen the potential of the multi-hub concept in Skåne, all interested parties must join in and work for the common good. Increased mobility and centralisation make it difficult for small population centres to offer good schooling, healthcare facilities and daily shopping needs within cycling and walking distance. This negatively affects ‘survival’ and quality of life for the residents. Inter-municipal collaboration must be further developed if everyone is to enjoy good service – and this will benefit everyone in Skåne.

The challenge is to develop well integrated, infrastructural networks, both large and small, that will facilitate accessibility in every corner of Skåne. This should be achieved by focusing on the competitive edge of public transport, pedestrian paths and bicycle lanes and thereby stimulate sustainable travel patterns. A multi-hub region with an all-embracing infrastructure has the potential to satisfy and meet accommodation requirements and offer more people access to a large labour market.
The skill is to balance farming needs with the wishes of home builders, tourists and leisure...
Make public transport a cornerstone of the structural vision

In the work to promote growth in Skåne and at the same time switch-over to environment friendly transport systems, public transport, both bus and train, play a key role. Skåne has enjoyed dynamic development in the last few years. There is a pressing need for ease of access and mobility. Tomorrow’s public transport systems must meet expectations and facilitate journeys between home, work, business and friends. If this is to be achieved the municipalities and other interested parties must coordinate their public transport and housing plans. The challenge for Skåne is to develop suitable models and promote inter-municipal and intra-regional collaboration to ensure public transport is a cornerstone of community planning. The idea must be to see growth and regional balance as two sides of the same coin with public transport as the driving force. If we exploit this opportunity then public transport becomes a powerful growth factor in its own right.

In many towns and communities the regional infrastructure, such as railway stations and other terminals, are an obstacle. Much of the potential in the vicinity of public transport systems is wasted. If public transport and pedestrian and bicycle traffic’s competitive edge can be improved more people will choose sustainable forms of travel. One way to make the time it takes to make a journey more reasonable is to lubricate connections. By ensuring that terminals are in the right place and that they offer good services and frequent traffic at both the local and regional level more people are likely to use the transport services offered. The secret is to build high quality terminals in the optimal locations that are both spatial and functional.

Be economical with land

New homes, premises and industries require land, just as new infrastructures and food production do. Urban development needs land.

Skåne has the finest and highest valued farmlands in Sweden. Although almost half the land in Skåne is devoted to farming, arable land is relatively unprotected with respect to planning, this means that it is quite easy for built up areas to expand, a factor that leads to urban sprawl. The fact that farmlands are not protected through legislation also means that farming land is not expensive and has been exploited.

What could be called urbanised countryside can lead to a conflict of interests. Green areas close to urban developments are not only under a constant threat of urban expansion but also important from a recreational point of view; it is therefore very important to ensure that there is some form of understanding between the municipalities, regional authorities and the forest and land owners.

The quality of farming lands are determined by the local geology, farming methods, precipitation and climate. The farming lands in Skåne were classified in the 1970s according to crop yield. This means that land that was not classed very highly at that time can, because of climate change, support other types of crop in the future and consequently have a higher value. As cultivation conditions change in other parts of the world, the farming lands of Skåne can increase in value. Farming lands are a finite resource and this should be seriously considered when making planning decisions. The skill is to balance farming needs with the wishes of home builders, tourists and leisure and recreation opportunities. Interested parties should work to achieve a common view of town and country planning and how they need to interact.
The challenge is to plan towns that are alive, where city life meets...
Build close and cohesively
In the 20th century the car played an increasingly important role in society and this was reflected in town and country planning. Another point of departure at this time was the idea of dividing functions and this meant that towns tended to be thinly populated and residents had to rely on transport. The downside of this is that as the towns grew they swallowed up farming lands and the countryside. The building of out-of-town shopping centres, university campuses and industrial and business parks created an additional dependency on cars. All of these factors made urban areas less sustainable from an ecological point of view. To cycle and walk is easy in environments that are close to town centres and multi-functional – these are created through thoughtful planning. The solution is to strengthen areas close to town centres and multi-functional environments that are well integrated in existing networks. Urban spread needs to be limited and planned so that we can make better use of all the spaces in urban areas.

One way of complementing existing housing developments is by building new buildings close to the old and thereby increasing the density and functionality, this also makes more efficient use of land. By thinking and working this way we can preserve farming lands and make better use of the existing infrastructure without preventing new housing or industrial developments. This in turn will create added value for the community and municipality. This method of increasing the density of the population centre means that good green areas and cultural environments are not lost to building developments. Underground car parks and surface effective infrastructure can also be a solution as can building above railway and bus stations and building soundproof façades instead of buffer zones. Although the initial costs of such changes can be expensive they are cost effective in the long-term. The challenge is to promote sustainable growth.

Create attractive urban environments
The development of Skåne’s urban environments is important in the work to make better use of available land and the promotion of a multi-hub structure. Our towns and other urban districts should be placed where people like to live, work and visit; that is a good circle. Lively towns are experienced as attractive and attract more people. Today ‘diversity town’ boasts dwellings, businesses and industry side by side and is considered desirable. Diversity town is a concentration of people, activities and commerce where there are opportunities for enriched meetings. The challenge is to create multi-functional, diversity towns that have lively streets and squares.

Public spaces that are planned today are often too big and open, a characteristic that means that the people who use them are very spread out. Sparsely built-up areas encourage people to use their cars and this in turn means that fewer people walk along the streets. This traffic dominated, monotone environment is seldom seen as attractive. The challenge is to plan towns that are alive, where city life meets on strategically placed streets that play an important function.

Public transport must be on the doorstep
By developing population centres close to railway stations we could considerably increase the number of residents in Skåne without having to build on valuable farming lands. Theoretically the population of Skåne, 1.2 million people, could all live within one kilometre of a railway station without cramming the buildings together; a small scale mix of dwellings built within one kilometre of the stations could house
everybody in Skåne and their places of work. Today, only one fifth of the land within a one kilometre radius of the stations is built on. By building a mix of buildings closer and accessible in population centres that have a railway station we could double the population of Skåne without increasing motor traffic.

If we are to create both attractive public transport hubs and town centres, public transport and property developments must be built closer to each other. The challenge for the municipalities of Skåne is to expand in places where access to public transport, both bus and train, are good. Interested parties in the region must work to raise the status of bus traffic by ensuring that there is a good basis for frequent services. Public transport routes make it possible for residential housing to be built in places that would not otherwise be considered and make them into attractive alternatives for people who are looking for comfortable and reliable public transport. Bus stops and train stations play an important role in expansion programmes and are in many respects a precondition of developments and growth.

If the future holds big hikes in fuel prices, trade and commerce in peripheral areas could loose their attraction. The best locations in this scenario would be those that have good access to public transport such as bus stops and commuter train railways stations. Developing stations and terminals in conjunction with centres of trade and commerce that appealed to commuters would also make public transport more attractive. Laundries, dry cleaners, restaurants, cafés and fitness centres are typical businesses that make the terminals interesting and alive and thereby bring the community together rather than create a physical barrier. That people use the facilities in and around public transport terminals in the evenings would also help make these places safer.

Set housing development in motion
Despite the fact that the rise in the population of Skåne has dramatically increased the demand for dwellings, the building industry has lagged behind. In 2009 the population of Skåne increased by 15 000 persons and in the same year the building of 1 500 apartments began; this represents one apartment for every ten people. The average number of persons living in an apartment in Skåne is 2.1. And although the vast majority of municipalities in Skåne, 25 of 33, have a housing shortage, fewer dwellings have been built over the last few years than previously. This is not a sustainable development. The solution must be to have a good property mix plan for different parts of the municipality.

Many municipalities are experiencing a lack of developers who are prepared to invest in their municipality. The biggest developers seem to be most interested in building in a few of the larger municipalities, primarily in west Skåne. In the smaller municipalities most of the development work is done by local builders and they appear to emphasise smaller projects with five to ten apartments. The challenge is to create incentives that will encourage the larger landlords and building and construction companies to invest in the smaller municipalities as a complement to the work of the local builders.

32 of Skåne’s 33 municipalities have their own municipal housing company. These are generally their most important tool for establishing a balanced property market; however only a few of these companies work actively with new developments. If these companies were to invest in new developments it would send a clear signal to other investors that this was an attractive market and thereby worth investing in. The challenge is to set housing development in motion. Such work requires new forms of joint action,
dialogue and tools, primarily between the municipalities and the business sector, that will stimulate these investments in housing development.

Planning for tomorrow’s businesses
Trade and industry are an important catalyst for regional development. To encourage the establishment of new companies in Skåne and to get existing companies to continue to invest is a challenge in its own right. Tomorrow’s companies will tend to be more knowledge based than today’s and the workforce will be a company’s biggest asset in competitive markets. This puts new demands on physical planning. Businesses will be less inclined to look for traditional industry parks on the outskirts of town; they are far more likely to want to find suitable premises in the centre of town – close to where the action is such as restaurants, cafés and public transport. A difficult but important task for the municipalities is to learn more about the needs and preferences of the business community. Both parties need to have a good understanding of the other party’s situation and this requires a far broader and deeper contact than is often the case today. New forms of dialogue and collaboration between the planners and representatives of the business community need to be developed. The municipality’s knowledge of its business community’s structure and the effects of changes to the structure need to be consolidated and an understanding for the business community’s requirements, demands and preferences must be accounted for in any long-term plans.

Competition for land in Skåne is getting tougher. This makes it even more important that plans take into account the location of a specific type of business and see that it agrees with regional development plans as well as guarantee the efficient use of land. The question has to be asked if we can afford to establish new businesses in locations that will require an increase in traffic and large investments in the infrastructure. Knowing the various business types location preferences and having a good knowledge of the development of the business community’s structure is one thing; the challenge is to formulate and disseminate a sustainable land usage strategy.

Have people in focus
People and their activities are the basis of our society’s and the region’s development. Even global developments have their point of departure in the activities of individual’s at a local level. As people we are dependent upon how places are experienced and work. Is it an exciting and dynamic place? Does it invite social contact, exchanges of knowhow and enjoyment or not? Town and country planning have not succeeded if the local residents don’t feel proud of their place of abode. It is only when the planners take into account the preferences and needs of individuals that they can create an attractive housing environment and meeting place.

One of the physical planning challenges is to take care of the local knowledge of the residents. If people are party to the decisions taken and the changes made then the commitment and interest in local development will be greater. There are great advantages in developing forums for dialogues between citizens and the planners.

Urban environments are like magnets; people are attracted to a town’s cultural activities, labour market mix and the multiplicity of things to do. The challenge lies in strengthening the town’s attractive value by giving it the opportunity to grow and develop. To create and build towns with an appealing property mix of homes, services, shops and activities related to culture and the arts, and that actively interacts with the surrounding countryside is beneficial to Skåne as a whole.

Physical planners must be better at seeing things through the eyes of the people who live in the environment. People are by nature generally gregarious and want to meet and mix with friends and strangers. It is therefore important to design places where people can be. The challenge is to work with and develop concepts that promote ‘attraction highways’ – places that encourage gatherings, activities and events. To create the conditions that encourage a range of cultural activities that offer something for everybody is also an important task where trying to create a living urban society.

It goes without saying that people must be the centre of focus as we develop Skåne; it is mankind that will create growth in the 21st century.
It is now time to take the next step in our Structural Picture of Skåne work – Structural Picture 2.0. Our deeper understanding of developments in Skåne and the challenges the region faces have established a platform on which to build our plans for the future. An attractive Skåne with a powerful growth factor will encourage people, businesses and commerce to move here, but it will also increase pressure on land resources and put new demands on planning resources. This makes it even more important that we create a common vision of development so we can all work and pull together. By working together we can achieve far more than we could if we worked alone.

The objectives of Structural Picture 2.0 is to ensure that interested parties work together and develop a common strategy linked to physical planning, in other words a structural picture of Skåne. The starting point is how should we work together to create a long-term sustainable physical structure.

If the common strategy is to be successfully implemented in the whole of Skåne then every municipality must be committed and participate. The work is about long-term investments and is based on trust, participation and taking responsibility as a group, this applies equally to politicians as officials. A united Skåne is a strong Skåne.

Structural Picture of Skåne is a challenge; we trust and hope that this summary will highlight the urgency of the need for discussions about today’s and tomorrow’s physical planning in Skåne – the ideals we are working for and how we will face the challenges ahead. In what direction do we want to go? What strategies shall we adopt and how shall they be formulated?
We look forward to working together with you on **Structural Picture 2.0**

For more information visit [www.skane.se/strukturbild](http://www.skane.se/strukturbild)