

# Skagaströnd: case study on smart shrinkage

Anna Gehlen

Joshua Newhook

Kerttu Kalliorinne

Raigo Luhaorg

Lība Karlīna Varapoga

Liucija Čiuldytė



# TABLE OF CONTENTS

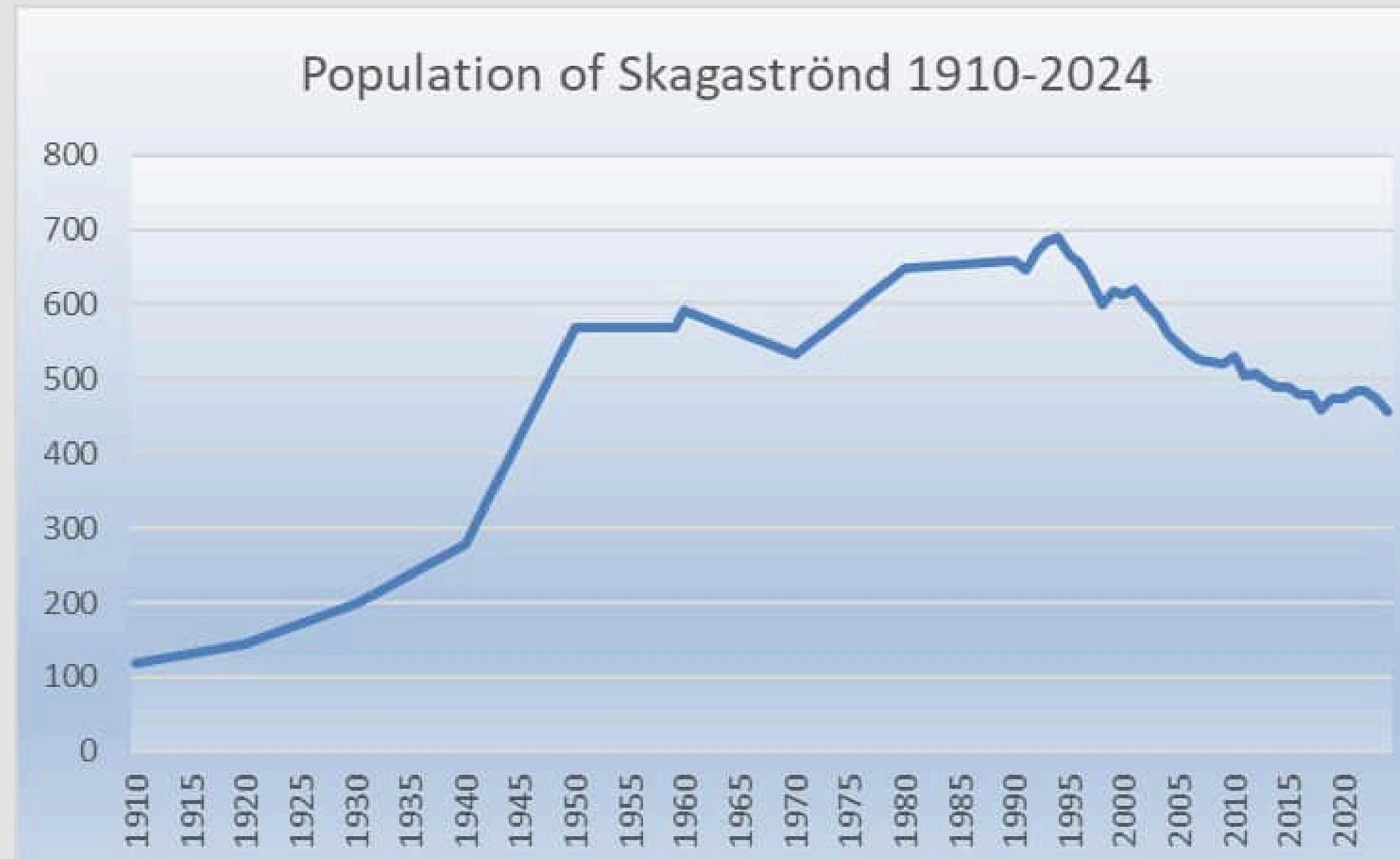
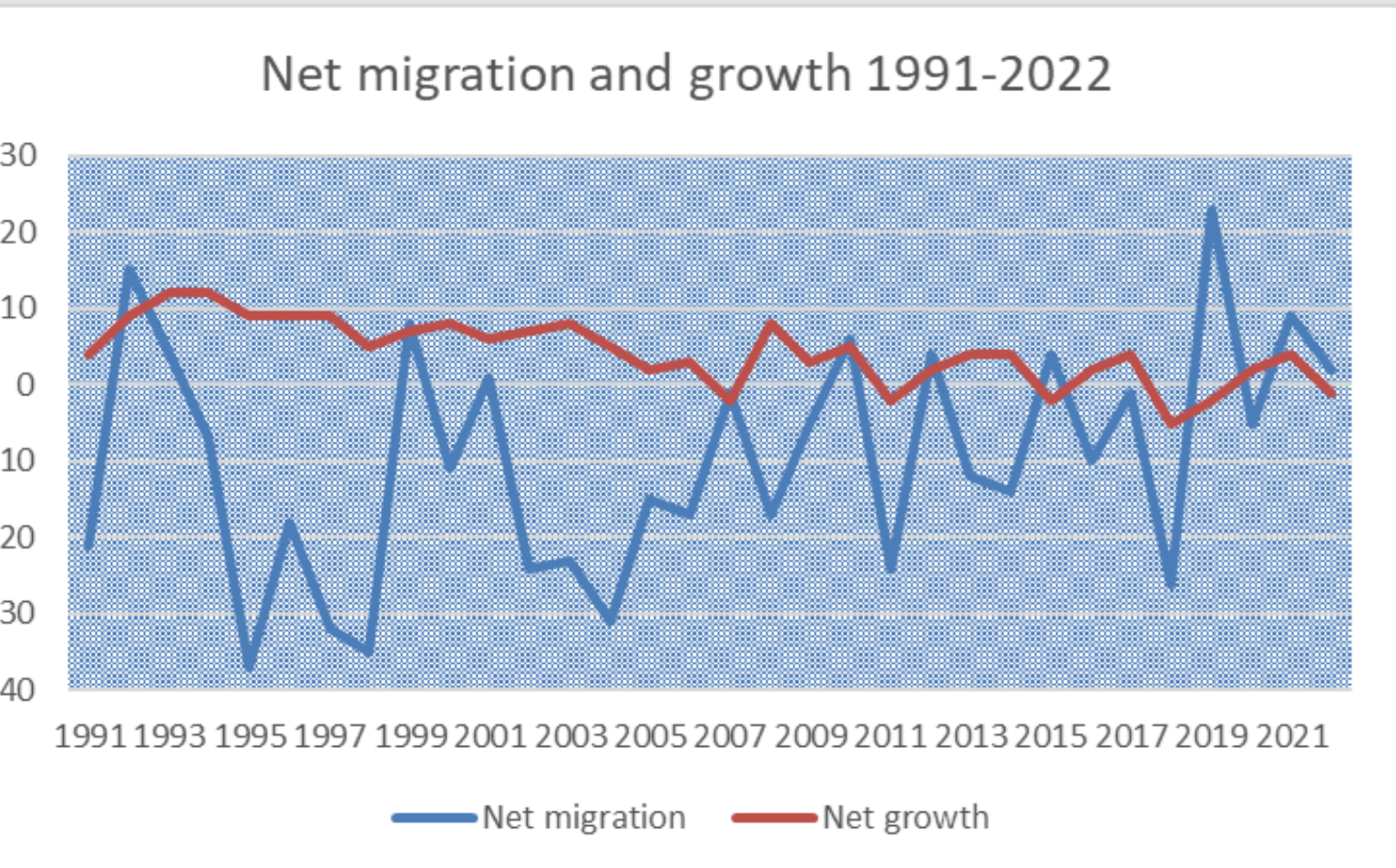
- *STUDY SITE DESCRIPTION*
- *THEORETICAL  
PERSPECTIVE*
- *METHODOLOGY*
- *RESULTS*
- *DISCUSSION AND  
CONCLUSION*

# Case Study Site Location:



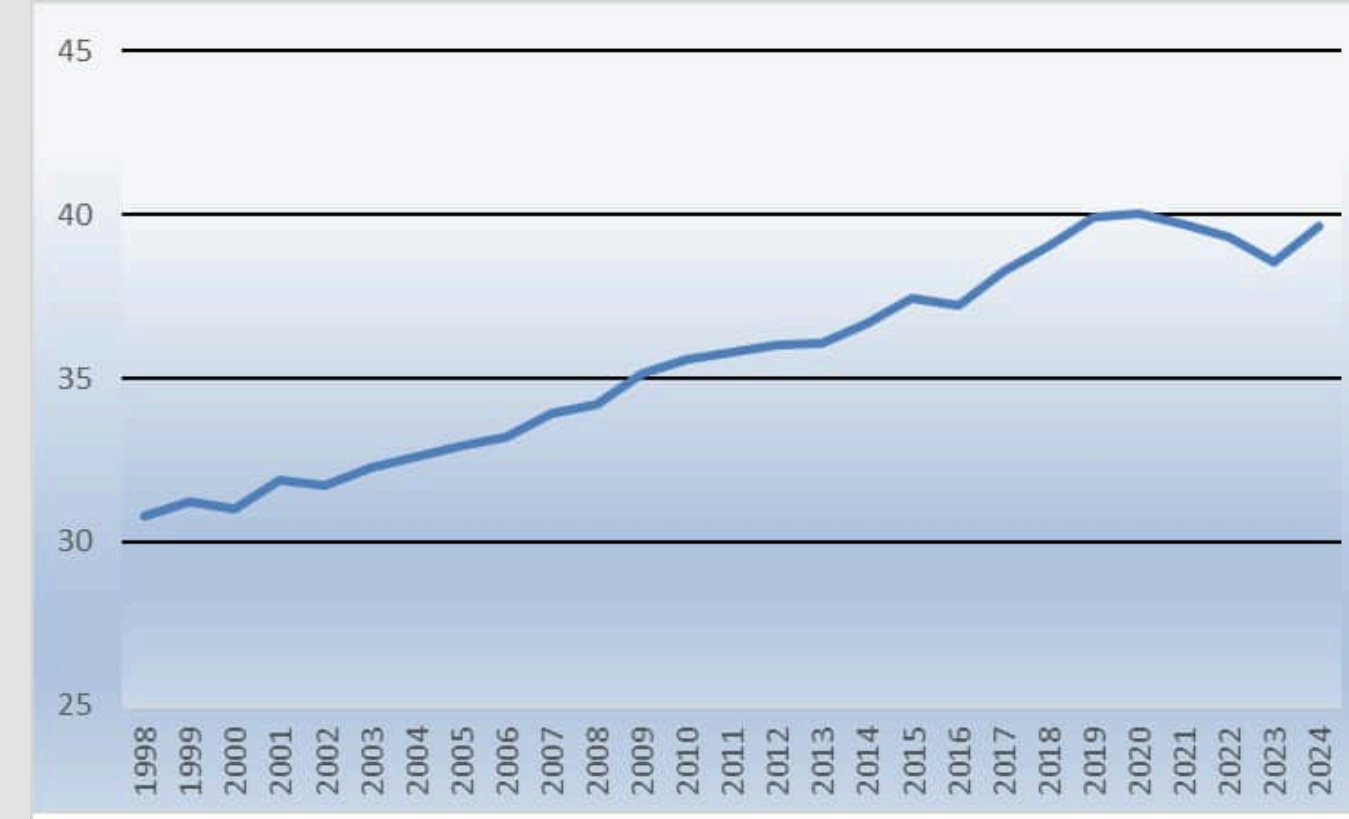
# Population statistics

- Population has been dependent on the fishing industry through the years
- Peak population 690 (1994)
- Now population 457 (2024)

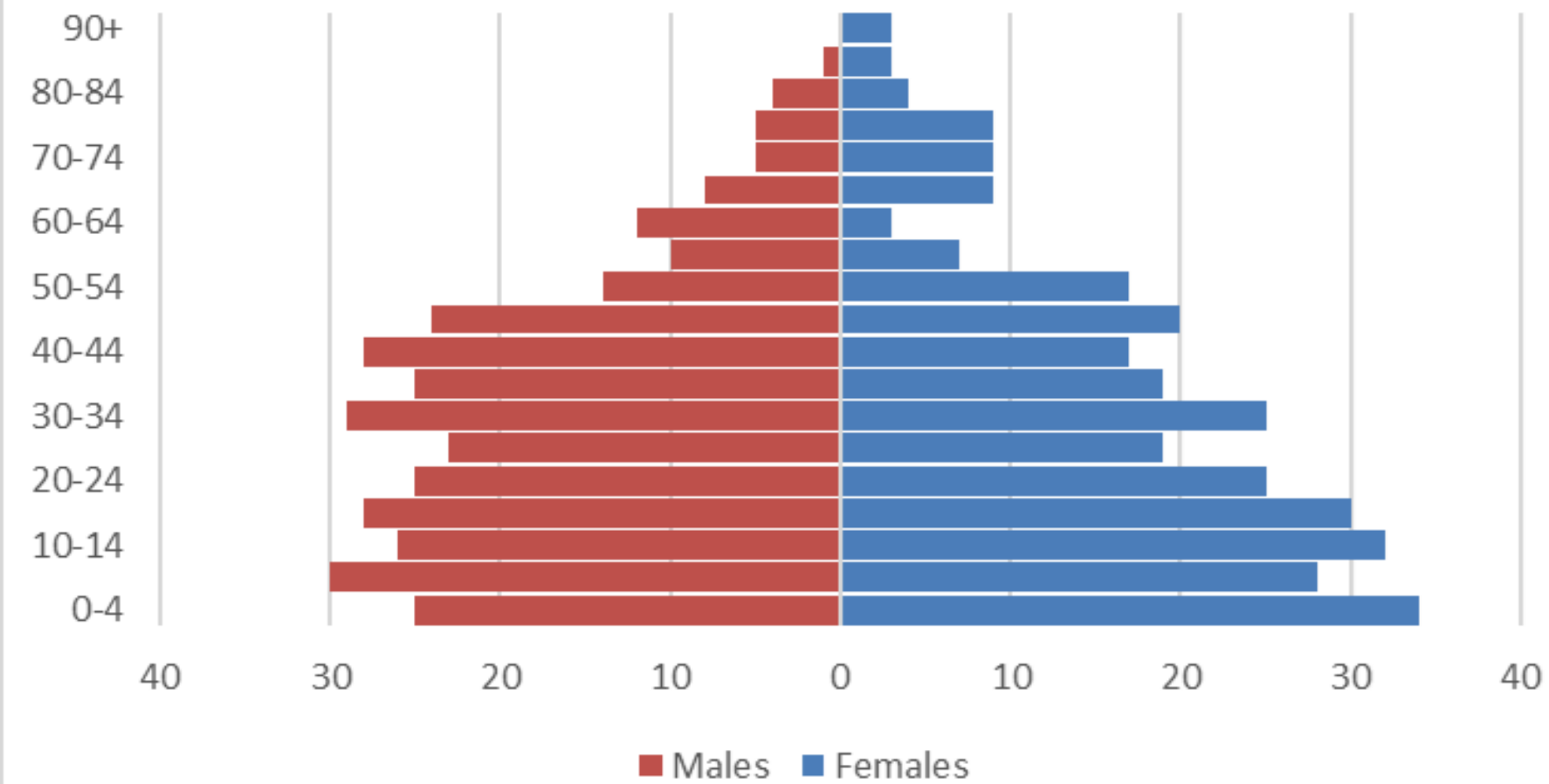


# Population structure

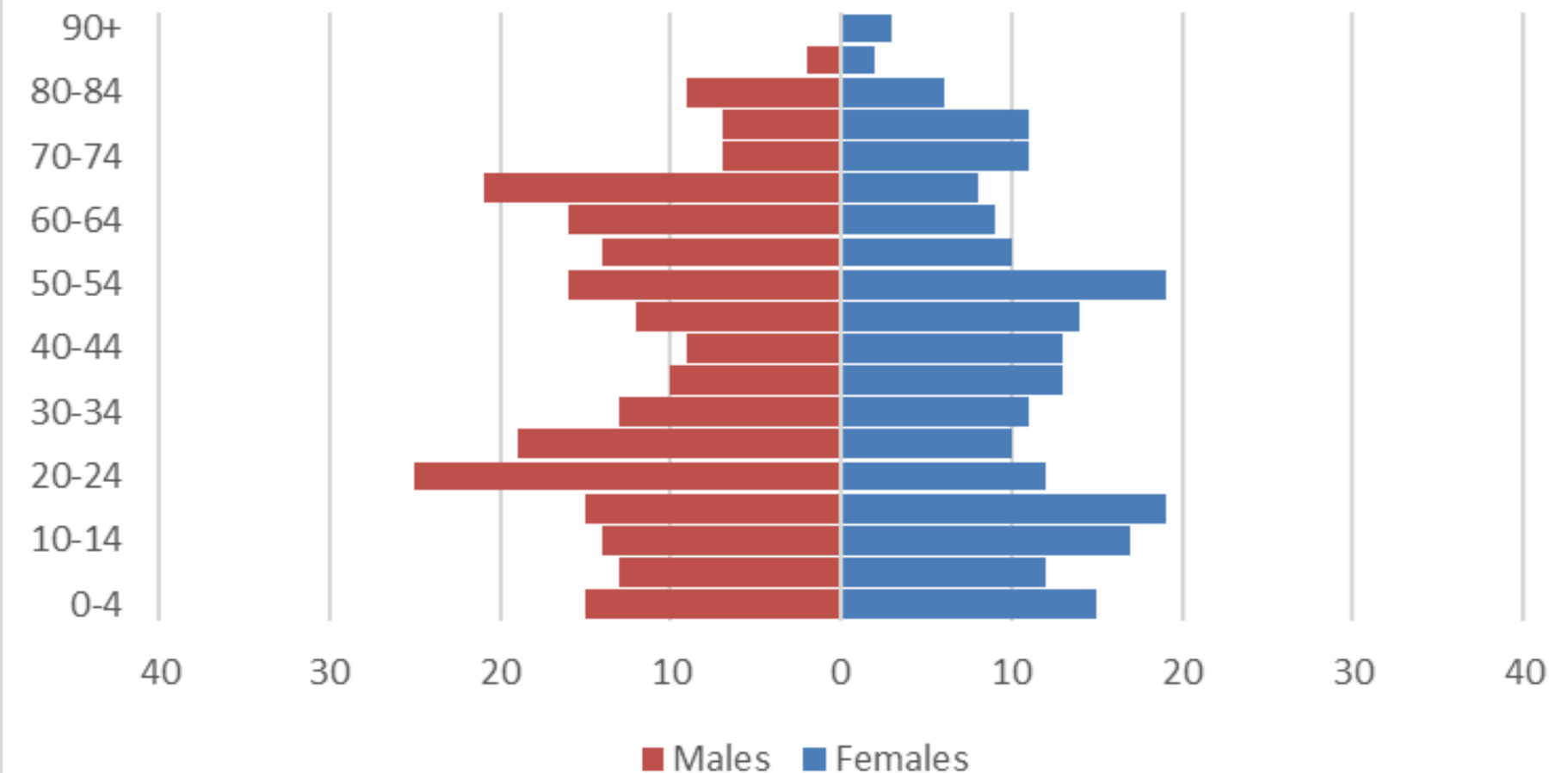
- Outmigration
- Less children, less students in school (120 to 64)
- Increase of children in kindergarten last years



Population pyramid 1998



Population pyramid 2024



# Theoretical perspective

## SMART SHRINKAGE IN RURAL COMMUNITIES

- Shifting focus from growth models to the life quality of remaining residents;
- Encourages a more nuanced and context-specific approach to managing shrinkage;
- Hard for municipalities to accept the actual situation of shrinking and adapting to a new model, as growth equals hope for the town

## PLACE ATTACHMENT

- Used to describe emotional bonding to a place.
- To better understand, can be divided into three parts: the person, the place and the process of forming attachment (Scannel and Gifford, 2009)
- Can focus on social and/or physical aspects of place attachment.

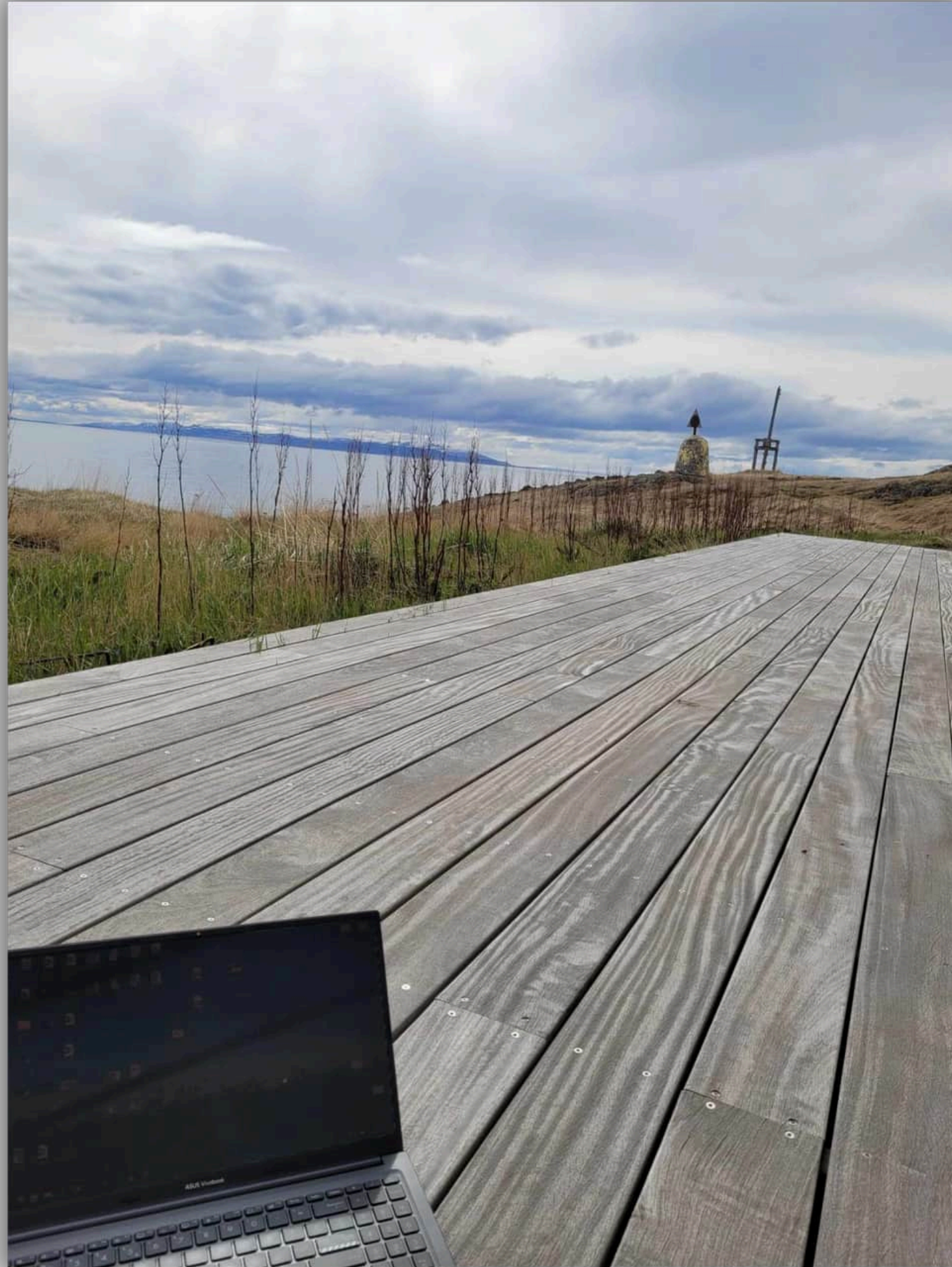
## SOCIAL RESILIENCE

- When challenged with various social, economic or environmental problems, the community can withstand them collectively and “return to a state where a given function can be maintained” (Forbes et.al., 2009)
- Strong social ties and networks within a community are critical for resilience.

# Research Questions

1. How do long-term residents and newcomers feel about the present state of Skagatrönd?
2. What is their outlook on the town's future in terms of social structures, population density, economic development, and cultural identity?





# Methodology

Data collection methods include the following:

1. Media Analysis
2. Unstructured Interviews
3. Informal Interviews
4. Observational Analysis
5. Place Attachment Mapping & Services Mapping



# Media Analysis

The Skagaströnd municipality is one of the municipalities of the year 2023

## Open a hotel in an old herring factory

Þjarki Sigurðsson writes · April 6, 2023 10:51 am

The population of Skagaströnd is increasing, but it is happening slowly. A woman who moved to the place three years ago says that the place is peaceful and the nature around the village is wonderful. Children are admitted to kindergarten at nine months of age and there is no waiting list.

News | February 22, 2022 |

The number of apartments will be increased on Skagaströnd

## Culture flourishes on Skagaströnd

Magnús Hlynur Hreiðarsson writes · November 20, 2022 09:30

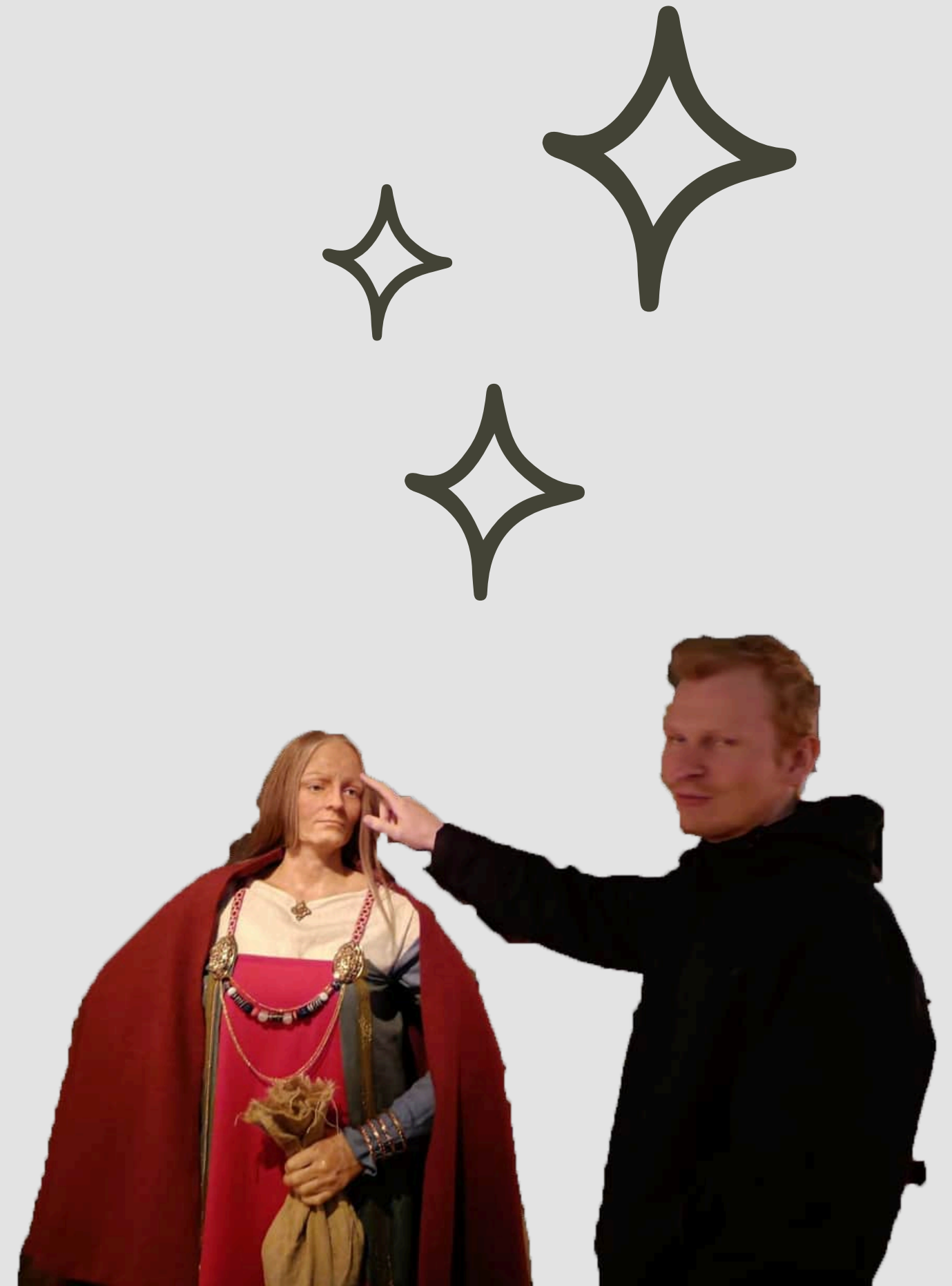
## Closure of Olís on Skagaströnd: People losing cards from the deck

Atli Ísleifsson writes · July 8, 2022 2:30 p.m

The local council of Skagastrandar is anything but satisfied with the proposals for merger plans at the local council level and has sent out a strict protocol on the matter

# Informal Interviews, Unstructured Interviews, and Impromptu Conversations

- A total of 34 Interviews were conducted by the research team in an attempt to gather as much information as possible about the town in a short window of time.
- Interviews were unstructured, informal, or conversational to avoid bias and to foster a relaxed setting.
- 7 Interviews were prepared in advance of our arrival in Skagatrönd.
- Snowball sampling method applied to the research.



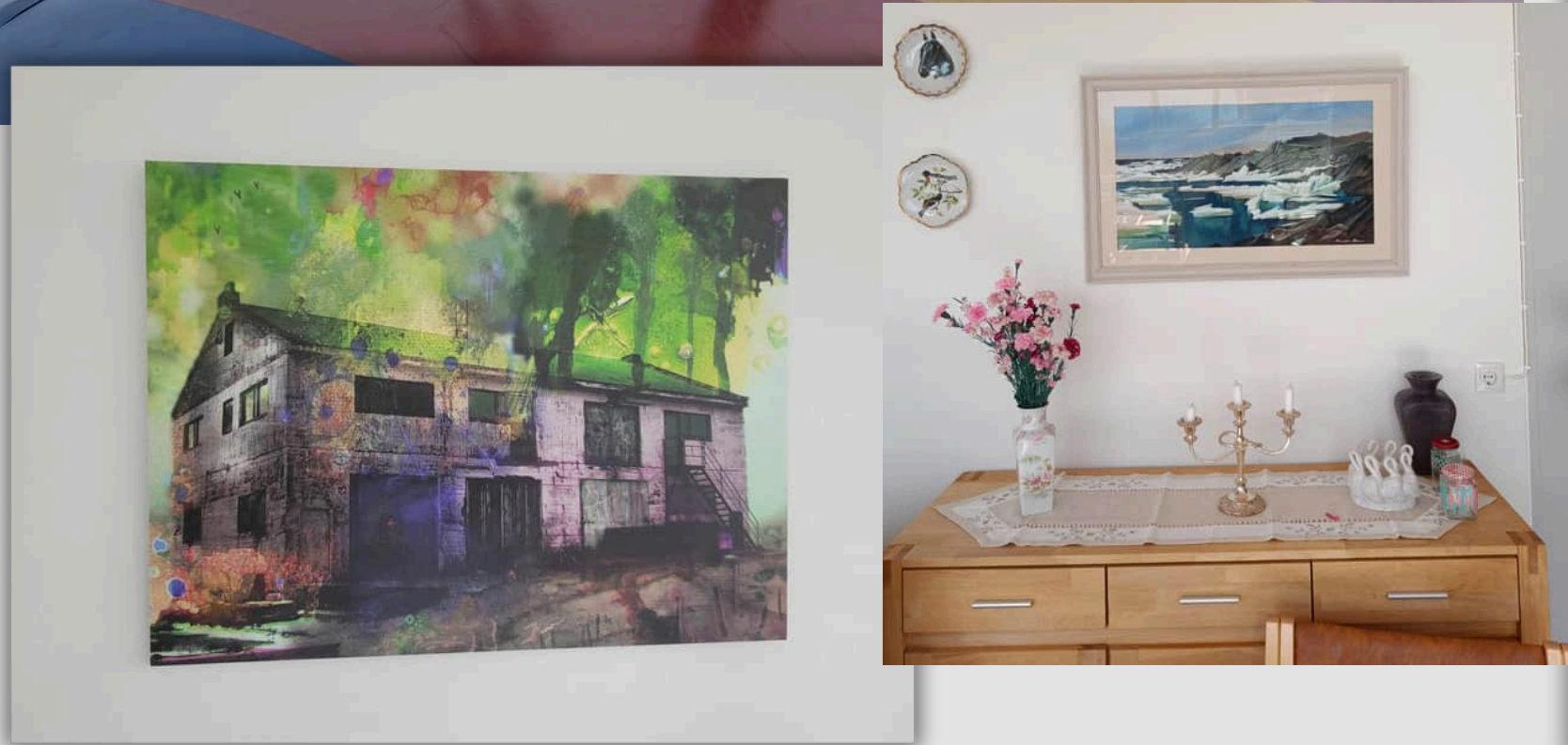
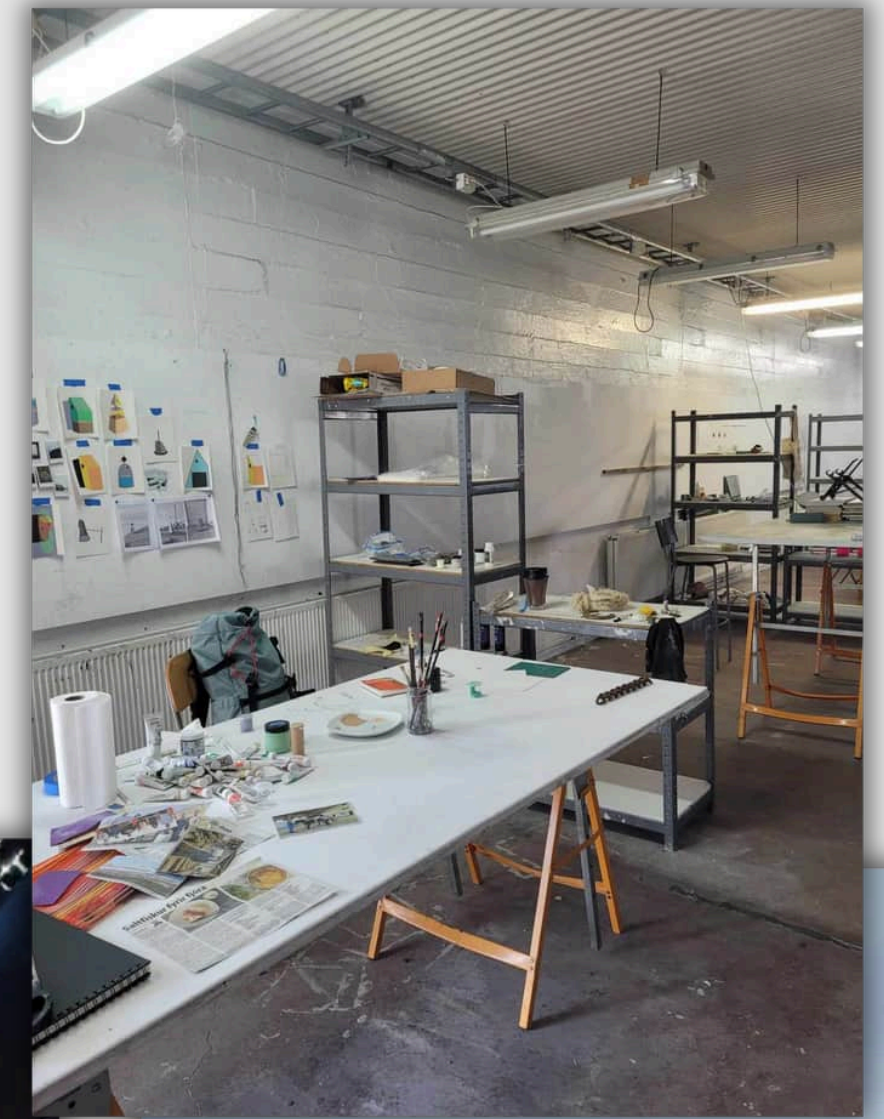
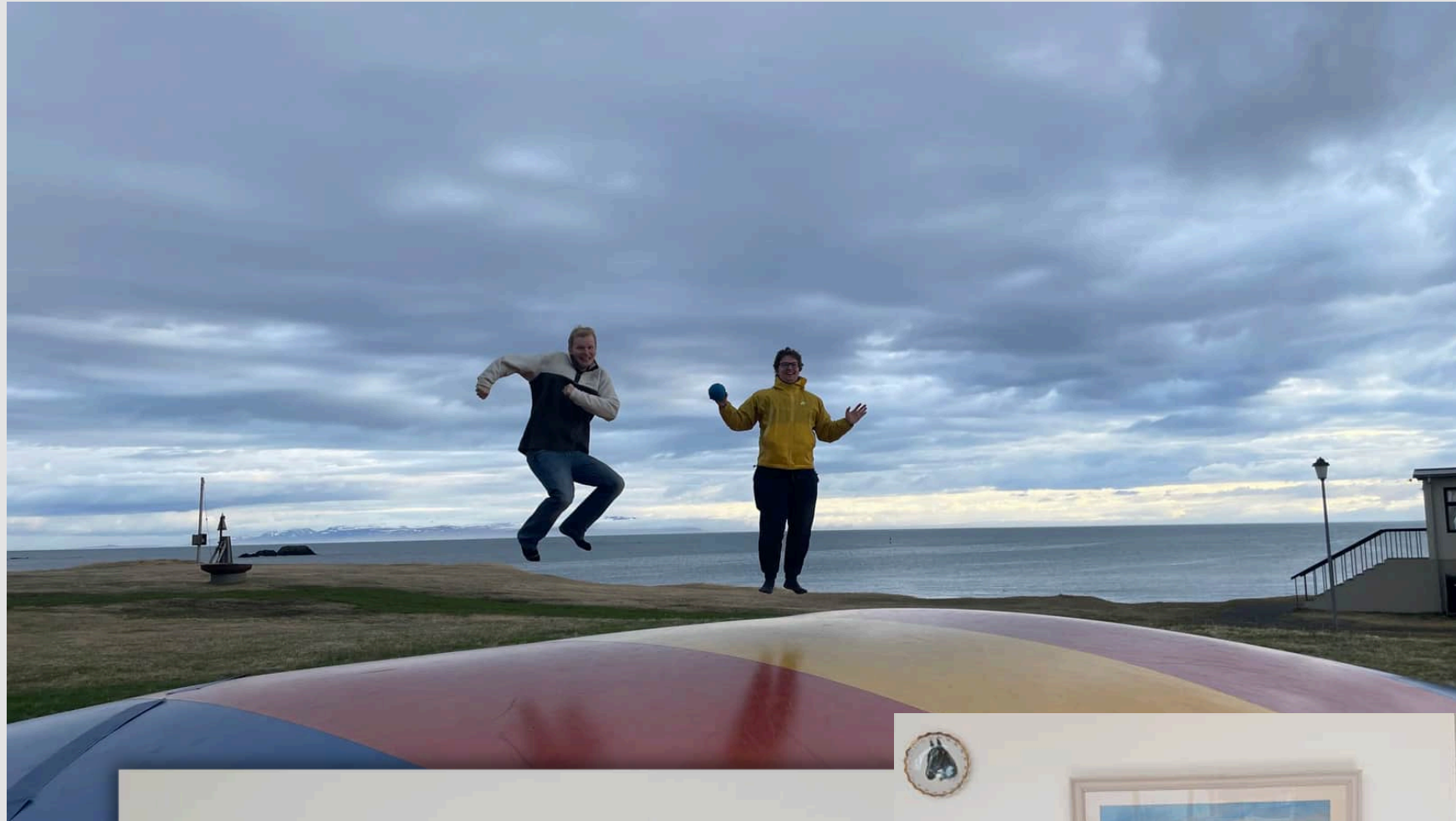
# Limitations

- Time constraints;
- Some of important places of gathering not open;
- Case study during holidays;
- Language barrier and not getting a hold of important actors.

Subjectivity and bias!

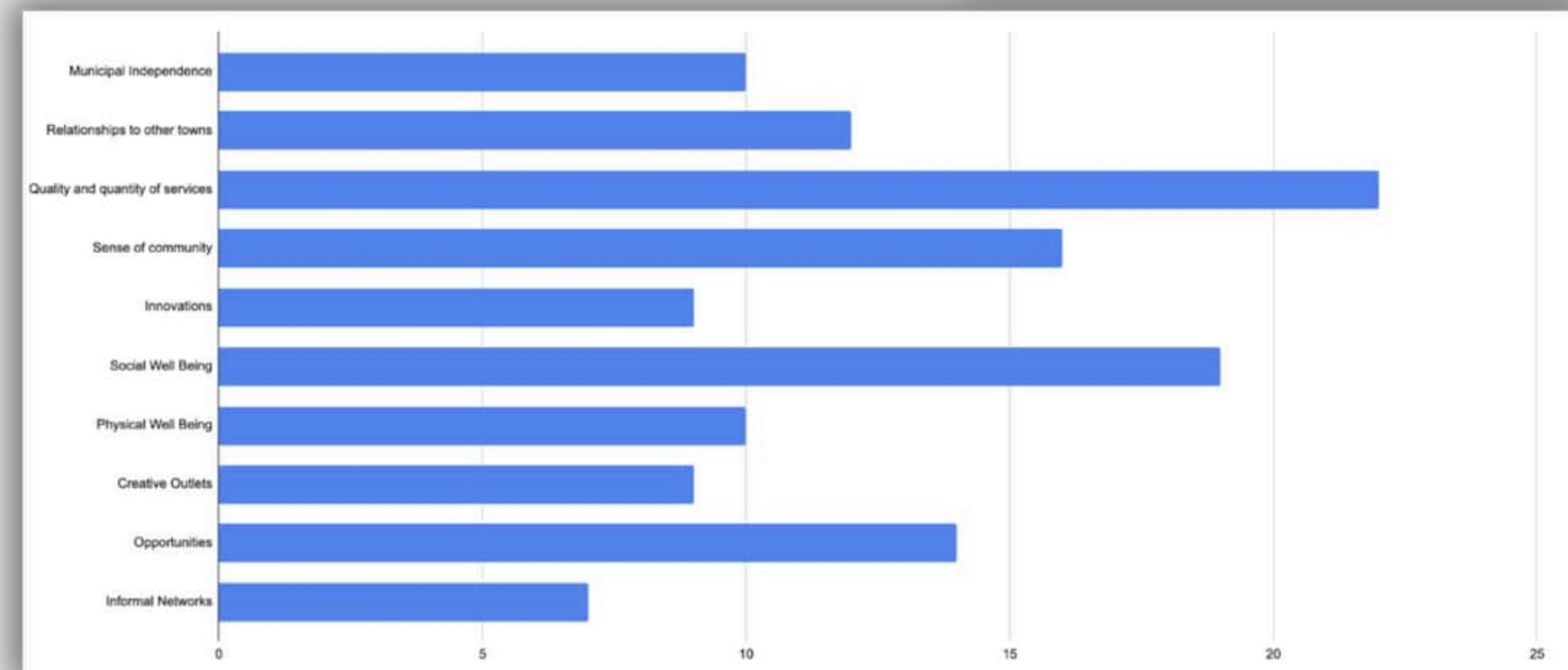


# Observational Analysis Process & Results:

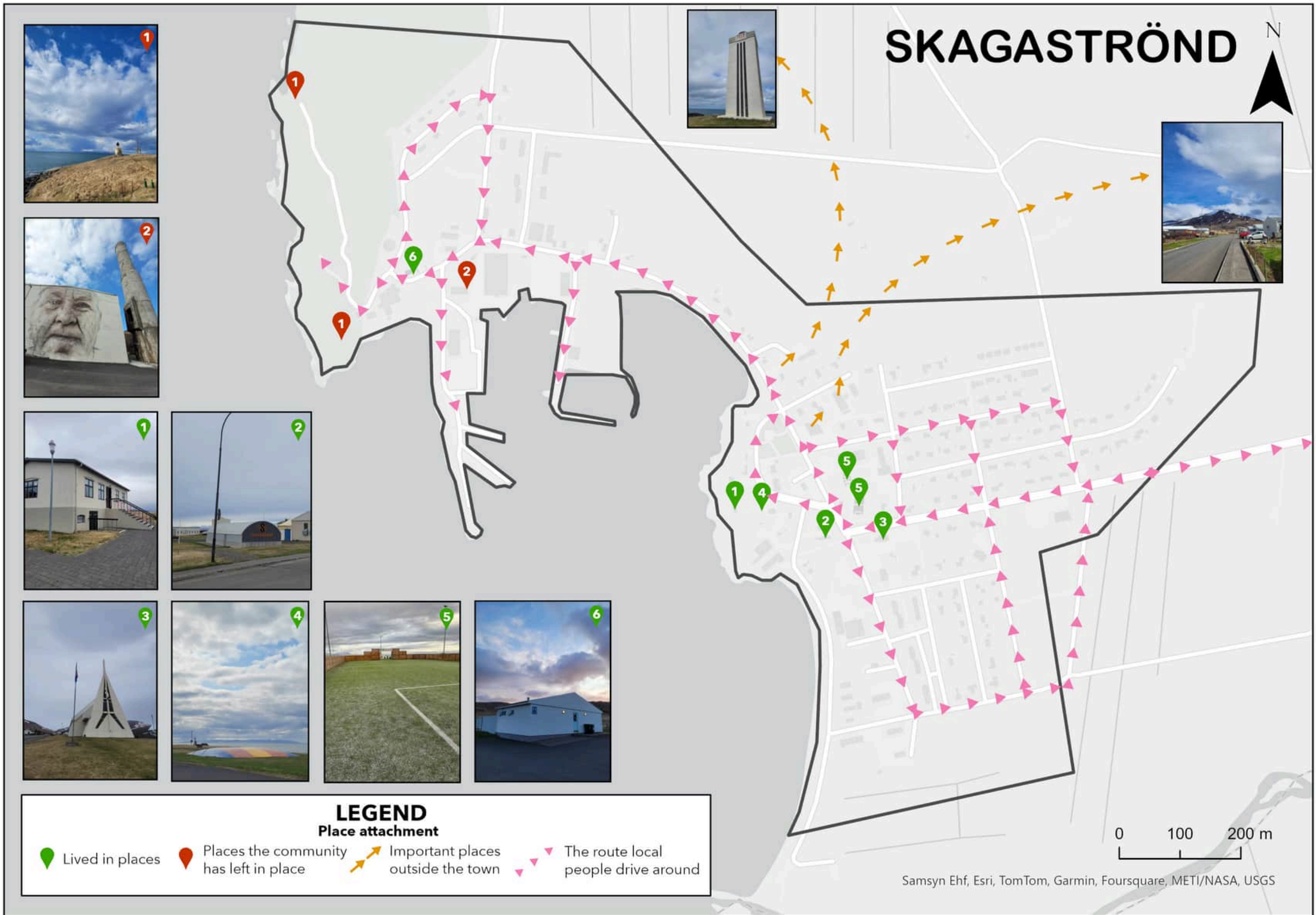


# Interview & Conversation Results

- Quality and quantity of services
- Social wellbeing
- Sense of community
- Opportunities
- Relationships to neighbouring towns
- Municipal independence
- Physical wellbeing
- Innovation
- Creative outlets
- Informal networks
- Place attachment



# Mapping Results



# Discussion and conclusion



- Services, social well being and sense of community were highly discussed topics from varying perspectives.
- Contentment with services provided by the town.
- Acceptance of the reality that you may have to travel for some necessities and cultural or recreational entertainment.
- Not everyone in the community is against the merger.



Thank you!

