

# The challenge of liveability in small villages

**Radboud University**



**Regio Deal**  
**Noordooost Brabant**



# The challenge of liveability in small villages

A qualitative study into the liveability of small villages in the region of North East

Brabant

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This research into the liveability of smaller villages in the region of North East Brabant has kept me busy for the past seven months. This completes my master Human Geography with a specialisation in Economic Geography at Radboud University in Nijmegen and also marks the end of my time as a student. While writing my thesis I gained a lot of experience in working independently and taking matters into my own hand. Because the thesis is really something of your own and it reflects what you have learned, the will to get the best out of it was a boost to keep making progress. Besides gaining my practical skills in writing a thesis I've learned a lot about the concepts of liveability, placemaking and place attachment. After focusing on these topics for seven months you can say that I am almost an expert in this field of study.

Together with four fellow students from Radboud University, we all started our own thesis with our own subject but all with the same theme, placemaking. Every three weeks we arranged a meeting in the form of a thesis lab where we could submit pieces for feedback. This feedback was very useful for continuous improvement of the quality of each other's research. Therefore I want to thank them for their presence at the thesis labs and their commitment to give feedback.

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## Abstract

Many smaller villages are dealing with a decrease in liveability. Due to the cause of a dejuvenating and an aging population social dynamics within these small villages decreases and also has an effect on the liveability with the possibility of people losing attachment to these places. Therefore for initiators, it is important where to focus on in maintaining or increasing place attachment. The goal of the research is to gain insight into four different initiatives implemented in the region of North East Brabant to affect liveability. To find out, the following research question has been formulated: 'How do municipalities and initiators try to affect liveability in smaller villages by creating a change in place attachment in the region of North East Brabant?'

To answer this question a qualitative method is used. For each of the municipalities in North East Brabant an initiative is analysed. To collect the data, the initiators of the four initiatives are interviewed. The results showed that among the initiators there is no unanimous picture of what liveability means, which factors can play a role in affecting liveability and there are various events that could serve as a reason for implementing an initiative for the benefit of the liveability. Based on these results, this research contributes to the awareness of the difficulty of the concept of liveability. Further research that could be interesting is to analyse if the implemented initiative, after complete realisation, has had an effect on the liveability.

Place attachment and liveability are concepts that are closely related. A higher attachment to a place means the liveability of a place is higher and a higher liveability equals a higher place attachment (Tournois, 2018; Zenker & Rütter, 2014). By affecting the place attachment the liveability will be affected as well. According to Scannell and Gifford (2010), place attachment consists of three dimensions; person, place and process. With this, place attachment is distributed over a contribution from individuals, the place self and the process of trying to change liveability.

The findings has shown that for all the three dimensions of the three-dimensional framework of Scannell and Gifford (2010), each of the four municipalities of the region of North East Brabant tries to respond on these three dimensions. But what also appears is that the weighting of the three dimensions is not evenly distributed. The person dimensions is far more important than the other two dimensions, place and process. Also, the place and process dimensions are mostly instruments to affect the person dimension. So interrelationships between the three dimensions should certainly not be excluded.

## Keywords

placemaking, liveability, place attachment, the three-dimensional framework of place attachment

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## 1. Introduction

Living in a place where there are no schools, no sports clubs, and just one or two stores doesn't sound attractive at all. With people leaving these smaller places because of the lack of services this affects the liveability in these places as well. The change in liveability is mostly driven by two factors, aging and dejuvenation, this means that the population is relatively getting older because the younger people are moving away and with people moving away for services it is more difficult to keep their doors open (Platform31, 2021). A growing number of empty buildings or houses and the loss of value of properties are the effects of an aging population. Also, an older population means that the death rate in these smaller places is higher which affects services in the region. With disappearing services, the attractiveness of the region will decline which can affect the willingness to live in these places and affects the sense of place (Platform31, 2021).

For example the closing of a school. Parents had to drive their children to other schools outside their village. Children saw far fewer other children from their village and parents saw fewer other parents who come from their village (Moerkamp, 2012). This all affected the social contacts and solidarity of the village they lived in. The disappearance of services could also include sports clubs, community centres, and all kinds of clubs that bring people together (Platform31, 2021). These services do not only have a practical value for people but also an emotional value and a social value (Moerkamp, 2012).

Because of the disappearance of services like shops, schools, public transport, clubs, etc. young people tend to leave these places to seek a living place somewhere else where they have easy access to these services and can find these emotional and social values (Moerkamp, 2012). If there is no replacement of these younger population with new young people the risk is that the region will come into a downwards spiral of a population that gets older which eventually ensures that the population will decline and in their turn has its effects on the services in the region which struggle to keep their doors open and social activities that will end (Platform31, 2021).

Keeping residents in a region can be very difficult. First regions tried to attract new people and industries to their region but it seemed not effective at all, which is called cold placemaking. People choose places themselves based on their own preferences (Hospers, 2010). According to Hospers (2010), barely any study has been done with the outcome of a positive effect between cold placemaking and the number of in-migrants in a place. Fighting against the departure of residents was not the way to go. Instead of fighting, regions must guide this reduction in population (PBL, 2013). A far more effective way of guiding this is not focusing on attracting people but shifting the focus on keeping people in your region. This way of placemaking is called warm placemaking and can be used

as a means to manage the departure of residents. It focuses on people from the region and outsiders who already have a connection with the region (Hospers, 2011). This strategy focuses on the current residents, it is important to make a place that is reflecting their needs as they have to live in the place and people have to feel attracted to a place. This connectedness enlarges the chance of people staying in a place as it affects the geography of happiness (Hospers, 2010). By placemaking, a place can be created where this attraction to a place comes up. This attraction is a condition for place attachment, 'the bonding that occurs between individuals and their meaningful environments' (Scannell & Gifford, 2010, p.1).

Another example of managing liveability is one where sports clubs would disappear. Two neighbouring villages threatened to lose their football club due to the lack of youth players. But thanks to the merger of these two clubs it is possible for the children to continue playing football. Later in the same villages, there were too few children to keep the primary school open. Parents from both villages who met each other at the newly merged football club came up with the idea of merging the schools as well. With success, friends from football go to the same school, parents meet each other at their children's school as well as their football club. With this, the attachment to the place increased as well as the liveability with keeping open the schools and the football club (Moerkamp, 2012). This is an excellent example of people who are trying to keep their village alive. But the outcome isn't always positive because it is difficult for people to set up these initiatives. Residents do not always have the right networks, knowledge or decisiveness as they are not connected to any organisations or governments. The idea of residents to do something about the liveability should be given the opportunity to reach decisive parties who can help realise the idea.

Therefore organisations must step in to help realise these initiatives such as governmental or private agencies. One example of such an agency is the *Region Deal North East Brabant*<sup>1</sup> (RDNB). A Region Deal is a collaboration between the national government and a region. The purpose of this collaboration is to strengthen and improve the region in the field of education, health care, entrepreneurship and various other areas (Rijksoverheid, 2022). A Region Deal has been published for the region Noordoost Brabant in the form of the RDNB. The RDNB has multiple programs that focus on different aspects of the region of Noordoost Brabant such as *Jobs for now and in the future* that prepares people in the region for new jobs through a transition in agriculture, nature and climate, *Circular Food Centre* which focuses on tackling food waste but also to tackle packaging waste, *Data-driven agri-food region* that creates an optimal market situation for the agrifood region of North

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<sup>1</sup> Free translation of 'Regio Deal Noordoost Brabant' (Rijksoverheid, 2022).



Brabant by the implementation of data analysis, and *Liveability of the villages* which tries to maintain or improve the attractiveness of smaller villages in the region (Rijksoverheid, 2020).<sup>2</sup>

For this study, it is good to know, with the help of the program *Liveability of the villages*, how the liveability is managed. The example of the merge of schools, earlier mentioned, is one where local people have taken initiative themselves without any contacts, networks, or tools. To make these projects easier for residents, the program *Liveability of the villages* is there to help. This program provides the necessary networks and knowledge and tries to connect the right project with the right people in this region of North East Brabant to ease the progress of different initiatives. Most of the initiators in this research are residents or associations from the respective villages which eventually grew into a foundation like *Stichting Eigen Kweek*, *Klimaatplein Heusden* or *Natuurlijk Schaijk* and the associations in Maashorst which will be discussed in more detail further in this research. This kind of approach between government and residents is called the New Public Governance (NPG) (Osborne, 2010; *Programmabureau Leefbaarheid op Leefbaarheid in de dorpen*, 2022).

The main goal of this study is to find out which different initiatives are used in the small villages of North East Brabant to maintain or increase the liveability, thereby the focus on the individual's place attachment. For each of the four municipalities in North East Brabant, Land van Cuijk, Heusden, Maashorst and Meierijstad, an initiative will be analysed thoroughly to find out what the effects of the initiatives are on the liveability in these small regions. The analysis of these initiatives will provide insight for the municipalities into different strategies for managing liveability.

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<sup>2</sup> Free translation of 'Klaar voor de banen van nu en de toekomst', 'Circular Food Center', 'Datagedreven agrifood regio', and 'Leefbaarheid in de dorpen' (Rijksoverheid, 2020).

## 2. Relevance

### 2.1 Societal relevance

The possible departure of people from smaller regions brings multiple social-economic consequences. The decline of the population, with an aging and dejuvenating population, has various effects (Platform31, 2021). For these smaller regions, the decline in population affects the housing market. The negative effects are that houses or other properties remain unoccupied. These empty properties affect the regions' image, it gives a feeling of degradation and depreciation (Verwest & Van Dam, 2010). As straightforward as the consequences are for the housing market, fewer people means a lower occupancy rate, so complex are the consequences for the market, labour market, and economic activities in smaller regions.

The demand for goods and services will decrease as the population declines, especially in the retail, hotel, and services sectors. This affects the local and regional markets which tend to become smaller (De Graaff et al., 2008 in Verwest & Van Dam, 2010a). The consequence of a smaller market is that it is difficult for shops to keep their doors open because there will be fewer customers. According to Verwest and Van Dam (2010), local governments are worried about this development. They fear ending up in a vicious circle of fewer shops and a decrease in liveability which causes further demographic shrinkage. With the closing of shops it is most likely that other services will also close in turn (Raspe et al., 2009 in Verwest & Van Dam, 2010; Verwest & Van Dam, 2010). With the disappearance of services, these smaller regions become just places to live where forms of gathering and social contact no longer take place.

A decline in population means a decline in labour supply. A shortage of workers makes it more difficult for companies to find qualified workers. Especially the technological and health sector will be affected by the shortage of workers (Verwest & Van Dam, 2010). With a population in smaller regions that relatively gets older, the shortage in the health sector will be alarming. With fewer working people in these regions, the group of over-65s will have fewer workers in health care to take care of them. This will also be a problem in the future supply of health care workers which will be lower (Platform31, 2021). Also, demographic development indirectly influences economic activities. With the decline of the population, there are fewer potential workers which is a turn-off for companies. With fewer potential consumers in a region, the demand for products will be lower which means there are fewer companies needed to fill in the demands. The fear of ending up in the vicious circle of negative external effects is also in place here. Fewer companies result in fewer jobs and cause the departure of people to regions with more opportunities (Verwest & Van Dam, 2010). Keeping social contacts alive in smaller villages is an important aspect of keeping residents attracted to a place, place attachment (Scannell &

Gifford, 2010). This way future generations will have access to healthcare and other services and there will be enough qualified workers. With the help of the RDNB, this liveability will be tried to achieve.

Knowing the possible consequences of the decline of the population it is important to try and manage the process of a changing liveability and possible additional effects on the physical and social environment. With the departure of active workers and the disappearance of shops and services, it is important not to end up in a downward spiral in which these factors are self-reinforcing. Residents could possibly leave because of the lack of opportunities and activities in the region. To keep them in the region there has to be a reason for them to stay, they have to feel connected with the region they live in (Scannell & Gifford, 2010). This study can contribute to the knowledge of activities that improve this liveability and keep the smaller places alive. Which activities have an effect on the process of placemaking and can contribute to maintaining or increasing liveability?

## 2.2 Scientific relevance

Most researches about liveability have studied the rate of liveability of the respective environment. Where the program *Liveability in the villages* of the Region Deal North East Brabant is focused on small villages, previous studies have mainly focused on larger cities all over the world. For example research by Zanella et al. (2014) where they've studied the liveability rate of European cities like Bruges, Tallinn, Dusseldorf, Lisbon and Stockholm. These big cities differ in many ways from the small villages in the region of North East Brabant. Also research by Okulicz-Kozaryn and Valente (2018) and Okulicz-Kozaryn (2011) has been done about bigger European cities. Both of these researches were focused on the rate of liveability in comparison with the perceived liveability like the research of Zanella et al. (2014).

Different researches about liveability have been done especially after World War II. After World War II a period of rebuilding and development began. With industrialising cities, the future looked brighter than ever but in the '70s the stable socio-economic growth collapsed. Big cities like Detroit, Manchester, Bilbao, and Essen lost their economy and industrial work. This was the starting point of a period of population decline, economic losses, etc. With Detroit, Manchester, Bilbao, and Essen four big cities have been extensively researched. The subject of these studies was mainly focused on housing vacancy. With this focus, they tried to expose the decrease in liveability by identifying a large number of vacant houses in these cities (Couch & Cocks, 2013; Xie et al., 2018). But these researches again only indicated the level of liveability.

How to deal with shrinkage and the change in liveability has been the subject of many studies. For example, Hollander and Németh (2011) have studied managing shrinkage the smart way. This study about Detroit was about trying to plan the city with the idea that fewer people use it. This meant fewer empty buildings, more active people and more activity. They tried to shrink the city of Detroit in

different phases. In the city of Bochum, Germany, research has been done about attracting high-tech businesses. The reason for attracting businesses is that it provides jobs, educational places, and additional industries so people can work and relax (Schackmar, 2020).

As mentioned most of the research is about the bigger cities outside the Netherlands. Hardly any research into liveability in Dutch cities or regions has been done. Verwest (2011) did research about the change in policy at local governments (regions Parkstad Limburg, Eemsdelta, and Zeeuws-Vlaanderen). Her research is about changes in society that needs to be acknowledged. But for smaller Dutch regions no research has been done. What can be done when the liveability in villages is decreasing, who can make sure that the liveability will be maintained or increased and who can possibly play a role in this process? At this point, current literature does not have an answer yet for smaller villages in The Netherlands.

This research contributes to the existing literature about small regions and the use of placemaking to increase liveability. Little research has been done on actively managing the liveability in these smaller regions but mostly on ways of policy approach and identifying the rate of liveability in bigger cities. This research will provide insights on the use of placemaking to eventually increase liveability in small regions in The Netherlands. With the study of the Dutch region North East Brabant, new literature will be added to the existing one. This new information can help challenge the liveability of the region and related possible demographic development.

### 2.3 Research objective

With an aging population in smaller regions, there is a loss of the younger working and active people. This has an effect on all kinds of services such as shops, schools, sports clubs, etc. (Platform 31, 2021). To ensure liveability in the future it is important to have an attractive place where people can feel attached to (Main & Sandoval, 2015; Wyckoff, 2014). With placemaking, an attractive village can be created which can increase the liveability of a village as seen earlier in the example of the merger of two football clubs which eventually led to the merger of schools (Moerkamp, 2012). This meant that the children and parents could continue to meet which was the basis for the liveability in the village. This citizens' initiative was started by the residents self and eventually picked up by the local government. This form of interaction between forms of government and locals is called New Public Governance (NPG). This placemaking strategy implies a combination of governmental decision-making processes and interaction with the environment of the relevant region (governance) (Main & Sandoval, 2015; Osborne, 2010). According to Hospers (2011), this strategy of governance will fit best as it is most important to focus on the current residents, warm placemaking, and try to keep them in the

region and involve them in local activities. By analysing four initiatives in four different municipalities in the region of North East Brabant a closer look will be taken at the approach of managing liveability in smaller villages. This to eventually make clear what liveability depends on and which aspects are involved to successfully manage this which gives insight on where to focus on at future initiatives in these smaller villages.

#### Research question

How do municipalities and initiators try to affect place attachment in smaller villages and thereby try to increase the liveability in the region of North East Brabant?

#### Sub questions

- What is the perception of the concept of liveability from the perspective of the various initiators?
- What are the various reasons for deciding to take action to maintain or increase the liveability?
- What are the focus points of the different strategies used to maintain or increase the liveability based on the three-dimensional framework of place attachment?
- What are important factors for the municipalities to affect an individual's place attachment based on the person, place and process dimensions?

### 3. Theoretical framework

#### 3.1 Liveability

The concept of liveability is difficult to unravel and describe in just one definition. It is a very broad concept with a wide range of definitions per discipline. Zanella et al. (2015) are trying to formulate a clear definition of liveability out of different ideas around this concept.

A short definition of liveability is, according to Merriam-Webster (2013), suitability for human living. This definition is easy and objective but doesn't tell when something is suitable for human living. According to Newman (1999, p. 222) liveability is *'about the human requirement for social amenity, health and well-being and includes both individual and community well-being'*. The focus of liveability is on the human environment but can never be separated from the natural environment. The human environment can only develop when the natural environment provides the means to do so. As further elaborated in the following section, *Place attachment* (3.2), place (natural environment) is the factor to provide these social arenas where social amenity, health and well-being can be accomplished (Newman, 1999; Scannell & Gifford, 2010). The difference between the two concepts is that the human environment is focused on the social aspect of liveability and the natural environment is focused on the places that can facilitate these social activities (Newman, 1999). Not for every place it is easy to provide these arenas. More people means more connections, more possibilities and more opportunities. Liveability is not about being the best, the biggest or the greatest. Liveability explicit is about a good place for the residents which isn't challenging in the way people want to live (Conger, 2015). Liveability is not only affected, as stated earlier, by the size and capabilities of a place but also by individuals' characteristics such as age, gender, educational level, etc. Liveability is the result of individuals' characteristics and environmental characteristics (Tournois, 2018). Based on both the human and natural environment, the liveability of a place is formed (Newman, 1999; Tournois, 2018).

Communicating about the liveability of a place is communicating about the (dis)satisfaction of individuals of that place. One can assume that when most individuals are satisfied that the rate of liveability is high (Tournois, 2018). Following from many outcomes of researches is that a higher rate of liveability can be linked with higher place satisfaction and concludes that the place attachment will be higher (Zenker & Rütter, 2014). Also, the relation between a higher place attachment and a higher rate of liveability ensures that people want to live longer in a place and be willing to develop the place further (Tournois, 2018). The importance of a place having a high rate of liveability is that people tend to find a place to live that is in line with their needs. Having a liveability that suits a broader audience, a wider variety of residents can enjoy the social arenas, places for social interaction, the place provides

(Scannell & Gifford, 2010). This can create a higher place attachment and can turn into new activities which keep the future of places ensured (Zenker & Rütter, 2014).

### 3.2 Place attachment

According to Hidalgo and Hernández (2001) and as earlier mentioned in section 3.1 *Liveability* (Tournois, 2018), an important aspect of a higher rate of liveability is place attachment. This attachment is composed of the 3 P's (Person, Place and Process) which will be elaborated further in this section. In short, place attachment can determine the rate of liveability of a place. For the person aspect place attachment is based on individual experiences and milestones one has with a place. This can also be on group level where connections are made by religious groups, sports groups, etc. The place itself contributes to place attachment through physical and natural environments. Physical places where people can meet or the nature and location of a place. Process refers to the different kinds of feelings towards a place, it focuses on affection, cognition and behaviour of an individual psychological process towards a place. Thus, liveability cannot be there on its own. It is formed by an individual's place attachment based on the 3 P's (Scannell & Gifford, 2010).

The term place attachment is used with a variety of terms such as community attachment, sense of community, place identity, place dependence, sense of place and place attachment itself. This variety of terms all mean kind of the same thing which is also the problem. It is difficult to come up with one clear definition because there is no agreement on the definite term or definition (Hidalgo & Hernández, 2001). The more important it is to formulate a clear definition of place attachment which is used in this research. For this research, the term place attachment will be used and the definition of it will be further in the next section.

'An affective bond or link between people and specific places' is the most general definition of placemaking according to Hidalgo and Hernández (2001, p. 274) following out of multiple definitions. The different definitions have different focus aspects. Shumaker and Taylor (1983) in Hidalgo and Hernández (2001) are focussing on a positive bond between people and their environment. Hummon focuses on emotions that can define place attachment, his definition of place attachment is as follows '*place attachment is emotional involvement with places*' (Hummon, 1992 in Hidalgo & Hernández, 2001, p. 274). Low (1992) in Hidalgo and Hernández (2001, p. 274) focus is on the individual part of place attachment and defined it as '*an individual's cognitive or emotional connection to a particular setting or milieu*'. Combining these definitions the following place attachment definition will be used in this research:

*'A positive affective bond between an individual and a specific place, the main characteristic of which is the tendency of the individual to maintain closeness to such a place.'* (Shumaker & Taylor (1983) in Hidalgo and Hernández (2001, p. 274))

Not only the bond between an individual and a place is important but even more important is to maintain this closeness. In a world of globalization, where distances become relatively shorter and communication is improving immensely, place attachment can easily be lost (Scannell & Gifford, 2010). When an individual loses attachment to a place this can have negative effects such as in poorer health, lower education, more sadness, more longing and a greater feeling of disorientation (Scannell & Gifford, 2017). With the knowledge of these possible negative effects, it is important to stimulate an individual's closeness to a place as Shumaker and Taylor (1983) stated in Hidalgo and Hernández (2001). On the other hand place attachment also provides positive effects. For example, it creates a feeling of belonging to a place by having social interactions or being part of a community, this can improve the strength of social capital which can improve the rate of community feeling in a place. People can also feel attached to a place by memorizing it from certain events (Scannell & Gifford, 2010). For smaller places, this can be something small like an annual market or an annual barbecue with the neighbourhood. Possibly this can improve the emotional and cognitive connection of an individual with a place and it can maintain their closeness.

Scannell and Gifford (2010) came up with a three-dimensional framework for place attachment, see Figure 1 on page 19. They believe that place attachment is multi-dimensional with a person, place and process dimension. All three dimensions in turn possibly influence an individual's place attachment.

### Person

Both at an individual and group level place attachment can take form. The individual level of place attachment is focussing on the personal connection with a place. Mostly it is not just the place itself where the individual feels connected to, but the experience that creates this connection, Manzo (2005) calls this the experience-in-place. Place attachment will be stronger for people when they have memories of the place. For example, the place where the individual went to primary school or the park where the individual played with friends when they were young. A place becomes meaningful for someone through these milestones or personal growth they have experienced through the years. For example going to primary and secondary school where they were able to develop themselves into who they are now (Scannell & Gifford, 2010). This connection is not only established by an experience-in-place but also by an experience that has been created by individuals themselves. Self-efficacy is the ability to complete a task within the community. Completing a task will enlarge the attachment to a



place because it creates a sense of involvement. The possibility of involvement in evaluating your own place has its effects on the self-esteem, the pride of living somewhere (Twigger-Ross & Uzzell, 1996).

Place attachment can also occur at group level. When people share similar symbolic meanings they feel connected and this contributes to the attachment to a place. Place attachment can even be seen as a group process where communities can express their norms and values. These norms and values are created through time and are expressed in the present by symbols, values and experiences. These norms and values are also formed in sports associations, religious groups and all kinds of other clubs of which residents are a member. Places, where people share the same values, have a basis for creating place attachment among the community. When the same interest is shared by the same group, it tends to create attachment to a place (Scannell & Gifford, 2010).

### Place

Of the three dimensions, place itself is one of the most important ones. Scannell and Gifford (2010) distinguish two types of place attachment based on place namely social place attachment and physical place attachment. Social place attachment exists through social bonds, relationships, belongingness and familiarity with local residents. This place attachment through social aspects can be facilitated by place. With the existence of community centres, sports clubs, etc. residents have the opportunity to create these social bonds which can increase the individual's place attachment. These 'social arenas' create density and proximity have a positive effect on local social activities and can create a community. A community of interest is not attached to a certain place, the people are only bounded through community or group reasons which could be located anywhere. On the other hand, people in a community of place are connected with each other through neighbourhoods, coffee shops or other social arenas (McMillan & Chavis, 1986). According to Twigger-Ross and Uzzell (1996) in Scannell and Gifford (2010) being part of social place bonding creates attachment to others in a place who are interacting in their place which creates a social group. The longer an individual lives in a place the greater the social bonds are, more friends, more relationships, more involved in activities, etc.

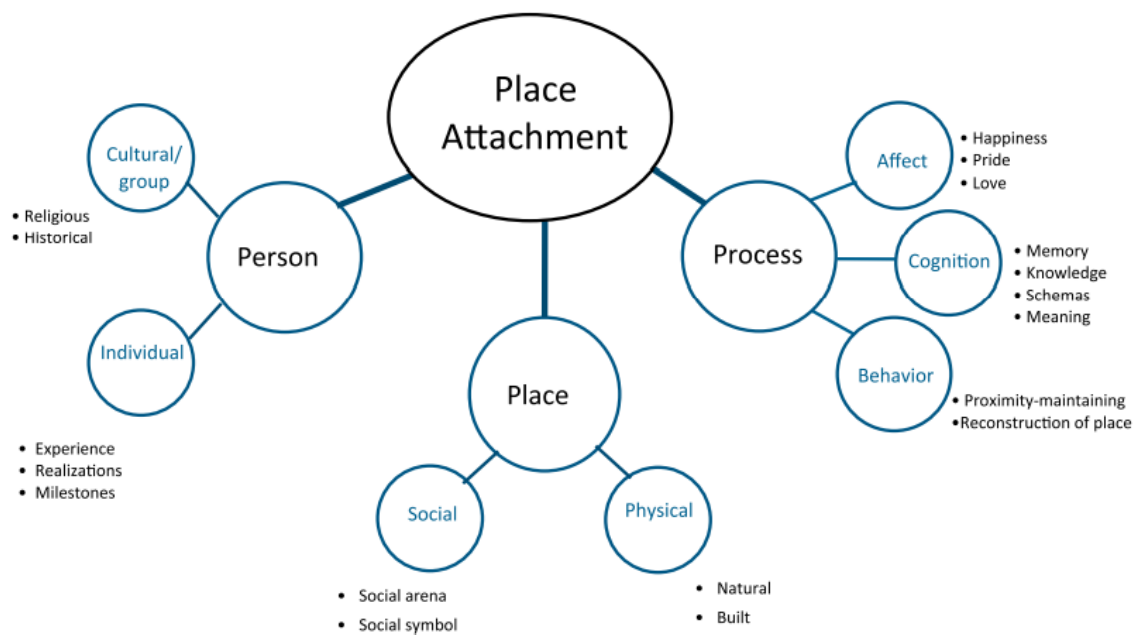
Besides social place attachment, there is physical place attachment. Physical place attachment is about the characteristics of a place. The characteristics are important because of the opportunities it provides to create social bonds. For individuals, the important buildings can vary from their own houses to streets to specific buildings or natural environments such as lakes or parks. The right physical setting can determine the will of an individual to get involved in social activities which can increase the place attachment (Scannell & Gifford, 2010).

## Process

The last dimension of the three-dimensional framework by Scannell and Gifford is the psychological process of place attachment. This dimension is divided into three subdimensions, affect, cognition and behaviour. First, place attachment as affect is about the connection to a place by emotions and is often described by terms as *topophilia* and *love of place*. Place attachment can be created more easily in an environment that satisfies the human need (Relph, 2008). That place attachment is grounded in emotions and can be partly clarified by displacement. When individuals leave a place this breaks up familiar structures and social settings they experienced in the place they left. Displacement can cause longing, due to the loss of familiarity, to a place which can increase the attachment to a place. This can evoke emotions like love and contentment but it can also evoke negative emotions like hate, fear, etc. to the 'other' place which relatively increases the attachment to the familiar place (Fried, 1966). But mostly place attachment is only associated with positive feelings such as Shumaker and Taylor implicated with their definition of place attachment in Hidalgo and Hernández (2001).

Secondly, cognition is one of the subdimension of the psychological process of place attachment. This includes beliefs, meaning, memories and knowledge to which an individual can reflect themselves to and it can make them feel that they belong to a place. Place attachment on a cognitive level occurs when the individual can find similarities between the place, through memories, values, preferences and self-identity. Additionally, certain tangible features of places such as historic buildings and the presence of parks or architecture can contribute to the place attachment of an individual (Manzo, 2005; Scannell & Gifford, 2010).

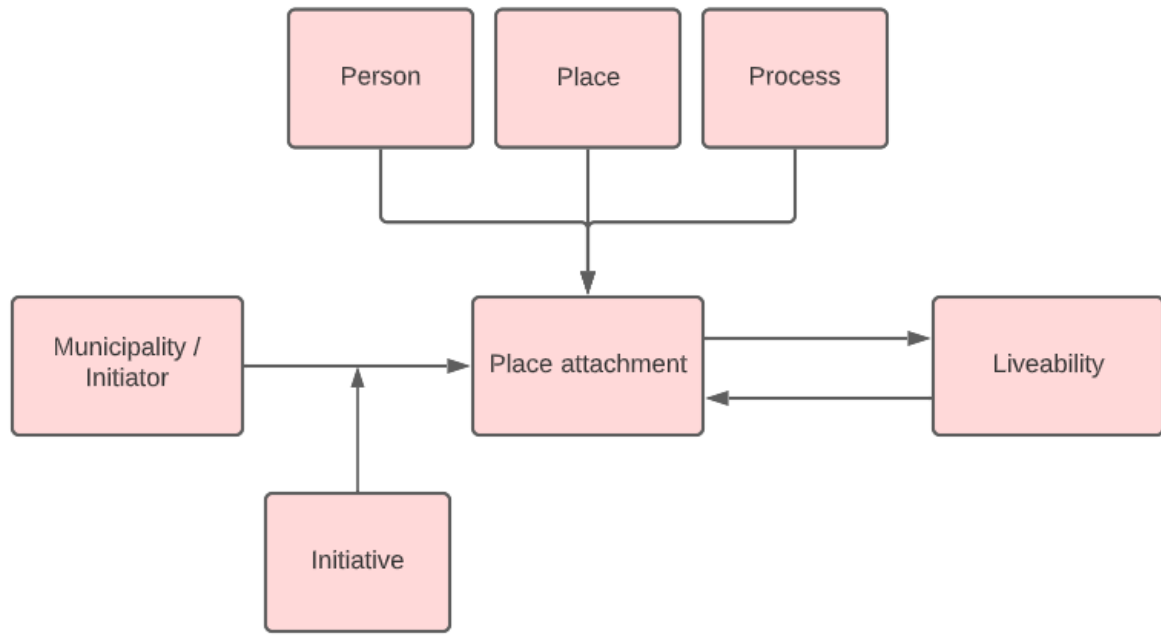
Behaviour is the third subdimension of the psychological process of place attachment. This can best be explained by actions that express place attachment. In smaller places place attachment by behaviour can be triggered by, oddly, moving out first. By being away from 'your' place individuals are able to understand the attachment to 'their' place. Besides behaviour that affects place attachment by going outside a place, behaviour inside a place can affect place attachment as well. When municipalities involve individuals by creating the place it automatically provokes attachment. Something made by yourself is more difficult to leave than top-down general placemaking. The individuals can create a place to which they are bonded (Francaviglia, 1978; Scannell & Gifford, 2010).



**Figure 1 - Three-dimensional framework of place attachment (Scannell & Gifford, 2010, p.2)**

### 3.3 Conceptual model

Following from the literature review a conceptual model can be drawn. Links are made between concepts that have either negative or positive effects on each other. This will be discussed further in this research in section 6. *Analysis of the initiatives* that is about the four initiatives in North East Brabant. The conceptual model can be interpreted as follows. Municipalities are trying to create place attachment among the residents. This creation can be done by the municipality itself as is the case in Maashorst or by initiators such as *Stichting Eigen Kweek*, *Klimaatplein Heusden* and *Natuurlijk Schaijk*. The relation between municipality/initiator and place attachment is intervened by initiatives. Initiatives are used as a tool to generate a change in place attachment implemented by the municipality/initiator to eventually force a possible change in liveability. Liveability is not only the ultimate dependent variable but it has its effect on place attachment as well. According to Hidalgo and Hernández (2001) and Zenker and Rütter (2014), a higher liveability is equal to a higher attachment to a place. So, place attachment is related to liveability and affects the liveability in small villages but the other way around they are related as well. Place attachment itself is determined by the factors of the 3 P's, the person itself, the place in question and the psychological process (Scannell & Gifford, 2010). Thus, following the conceptual model, the municipality and initiator trying to affect place attachment for an as wide as possible audience, by implementing initiatives that can affect the liveability.



**Figure 2 - Conceptual model**

## 4. Methodology

### 4.1 Research Method

The four municipalities of the region of North East Brabant have many different people that have a different attachment to a place. Some have a deep connection while some have no connection with the place at all. One has a historical connection with the place and others have a connection through work. The difficulty of all these different interests is that people desire different things to make their place liveable for individual reasons which can be based on person, place and process dimensions (Scannell & Gifford, 2010). To give an image of which strategies municipalities and/or initiators are using to try to maintain or improve the liveability a qualitative study will be conducted. This research can be labelled as a phenomenological research as the goal is to describe for each of the municipalities in the region of North East Brabant an initiative and to create an overview of them. The reason for a phenomenological research is that it can provide detailed data about a specific empirical case. This approach gives the opportunity to interpret and understand actions that are taken in a phenomenon or case, here the four initiatives in the four municipalities in the region of North East Brabant (Creswell et al., 2007).

#### Qualitative method

Initiatives to maintain or improve the liveability are not implemented without any reason by municipalities and or initiators. Qualitative research makes it possible to find out the intentions of the implementation of initiatives. For this research, the interview method of qualitative research will fit best in the form of semi-structured interviews. A semi-structured interview consists of prepared questions based on the most important themes of the research. There is room for follow-up questions, this with the idea that the interviewer can respond to what is said by the respondent without having to follow the interview guide precisely (Qu & Dumay, 2011). For this research, it is important to at least talk during the interview about certain topics, so unstructured interviews are a no-go as they can ensure that certain topics can remain unspoken. And as Qu and Dumay (2011) already mentioned, with a semi-structured interview you don't have to follow the interview guide precisely so it is possible to ask follow-up questions about something interesting said by the interviewee. As an interviewer you can be open and flexible during the conversation.

For an interviewer there are a couple of important points that one should keep in mind to get the best and most complete possible answers. When an interviewee doesn't feel comfortable in the interview it is possible that only politically correct answers will be given. To avoid this situation for the interviewer it is important to be familiar with the topic, this to indicate that, as an interviewer, you have immersed yourself into the work of the interviewee. Further, it is important to ask clear questions

which use accessible vocabulary so the question will be understandable. Also acting gently will provide better and completer answers. Keeping your patience is important to give the interviewee the idea that they can say what they want you to say (Opdenakker, 2006).

Certain kinds of questions will provide certain kinds of answers. Eventually in this research an overview of the strategies used to maintain or improve the liveability will be provided. Mostly descriptive questions will be asked to the interviewee. Descriptive questions are questions that provide factual information about a topic (Opdenakker, 2006). To unravel the different strategies it is needed to ask these descriptive questions to get to know the exact way the initiatives are implemented. Besides the descriptive questions, opinion/value questions have been asked. With these questions the intended effects of the initiatives will be asked and partly the success can be determined (Opdenakker, 2006). But as explained before, conducting an interview isn't just about asking some questions. It needs preparations in terms of preparing the right questions, preparing for who your interviewee is and the way you are leading the interview.

## 4.2 Quality of research

### Reliability

Reliability in qualitative research is different from the reliability of quantitative research. Reliability in quantitative research is the consistency over time and the accurate representation of the population. Also the reproduction of a study is important for the reliability. Because of the different purposes of qualitative studies, it is hard to give reliability a real definition in qualitative studies. Golafshani (2015) has put reliability in perspective for qualitative research. According to Golafshani, it is about persuading the audience that the findings of a research are worth paying attention to. This can be achieved by building consistency in the research. Consistency consists of the verification of data in the research by the explanation of the way the raw data is collected, analysed and eventually processed. For this study these steps will be elaborated further on in sections 4.3 *Data collection* and 4.4 *Data analysis*. There will be explained how the data is collected, from whom the data is collected and in what way the data is analysed and presented. By explaining this the reliability of this research will be increased through openness and transparency.

### Validity

There are different forms of validity to check if the research is valid. Valid means that the research is well-constructed and as a whole can give an answer to the research question. The different forms are content, construct, internal and external validity (Vennix, 2016). Content validity is about the correct measurement of the concepts. Are the concepts clear and does the measurement really collect the

right data to answer the research question. Therefore a theoretical study has been done on the concepts of liveability and place attachment which are explaining important aspects of the experience of the liveability. Construct validity is about how certain concepts are related to the concepts from the theory used in the research (Vennix, 2016). Do the findings in the theory come back in the final findings following from the research wherefore the results will be compared with the theoretical study for this research (chapter 3 *Theoretical framework*). The reliability and accuracy of the final findings are the internal validity of the research. This will be covered up by correctly performing the content and construct validity, this will increase the reliability of the final results (Godwin et al., 2003). To have final results that are useful for a wider audience it is important to have a wide variety of data so different results can come forward which increases the external validity (Godwin et al., 2003). This research will be conducting data from four initiatives in four different municipalities in the region of North East Brabant which will be elaborated further on in the next section 4.3 *Data collection*.

### 4.3 Data collection

Data collection will be done in the four municipalities in the region of North East Brabant, these municipalities are Heusden, Land van Cuijk, Maashorst and Meierijstad. The reason for this unit of analysis is that the Region Deal is focussing on this part of North Brabant, The Netherlands (Sedgwick, 2014). The results will be based on the four cases in these municipalities. For each of the municipalities, qualitative data will be collected about implementing an initiative with the aim of improving the liveability. For the collection of the data, interviews will be conducted. The interviewees will remain anonymous during the research, therefore quotes in section 5 '*Findings*' are indicated by which municipality the quote comes from. For each initiative, an interview will be conducted to provide information about the goal of the initiative, the reason for this initiative and how it is achieved. The scheduled interviews will take an hour and will be conducted either on location or by online meetings. Table 1 '*Time schedule interviews*' on page 24 will give an overview of the scheduled interviews about the date, time and location when they have been conducted. With these units of observation it is most likely to get the right and correct data needed for answering the research questions as they are people who are close to the initiative (Sedgwick, 2014). As mentioned earlier for each of the four municipalities in the region North East Brabant an initiative will be analysed. In the following sections, for each municipality, the initiative will be introduced.

MUNICIPALITY	INITIATIVE	DATE	TIME	LOCATION
HEUSDEN	Klimaatplein	24-06-2022	09:00u –	Home Office
	Heusden		10:00u	(Online meeting)
LAND VAN CUIJK	Stichting Eigen	21-06-2022	10:00u –	Town Hall Veghel
	Kweek		11:00u	(Online meeting)
MAASHORST	Natuurlijk Schaijk	28-06-2022	12:15u –	Elinor Ostrom
			13:15u	Building 1.380 (Online meeting)
MEIERIJSTAD	Omnipark Erp	21-06-2022	11:00u –	Town Hall Veghel
			12:00u	(Face-to-face)

**Table 1 - Time schedule interviews**

#### Dorpsplan Langenboom (Land van Cuijk)

For the municipality Land van Cuijk a new omnipark will be built in the village of Langenboom. This project has been set up by residents of Langenboom and the foundation Eigen Kweek Langenboom. After it was announced that the pub ‘D’n Bens’ was closing and the church attracts fewer and fewer visitors, it felt as if the soul of Langenboom was disappearing. The residents of Langenboom couldn’t let this happen and started the foundation Eigen Kweek, to ensure and maintain social cohesion in Langenboom. 50 interested clubs, groups, businesses, etc. are affiliated with Eigen Kweek. To give social cohesion a boost they came up with the following ‘Village Plan’<sup>3</sup>. In this plan the church of Langenboom will be transformed into a multifunctional accommodation for social activities like parties, receptions, music, theatre, etc. Also, the current sports accommodations will be transformed into one omnipark where all kinds of sports are located in the same place. This project has already started back in 2018 when the first ideas of redevelopment in the village originated. After three years of optimising the Village Plan, it was decided on October 21 that the plan will be implemented. Together with the help of the people of Langenboom, politicians, external experts, lobbyists and entrepreneurs a beautiful new sports accommodation and a multifunctional accommodation will be realised and hopefully opened in the fall of 2023 (Eigen Kweek Langenboom, 2022).

<sup>3</sup> Free translation of ‘Dorpsplan’.



### Klimaatplein Heusden (Heusden)

Because of the development in the field of climate, energy, food, mobility, agriculture, etc., the residents of Heusden felt like they could do something to get independent on these themes. They took the initiative themselves and started working together on *Klimaatplein Heusden*. Together they want to ensure that things happen that the residents of Heusden support in terms of climate. This group of residents arises from the realisation that you live somewhere and that your place has challenges as well. With the aim of creating a broad prosperity for the residents, *Klimaatplein Heusden* is there to create a movement in society to achieve this broad prosperity (Personal communication, June 24, 2022). This group of people from Klimaatplein Heusden are active in various areas in the field of sustainability. They focus on generating energy to make the neighbourhood climate-proof. The organisation is also there to connect people and let them participate actively in society to take responsibility for their own neighbourhood. Klimaatplein Heusden has drawn up a vision for the future and together with the municipality and residents it is examined which visions will actually be implemented. The starting point of Klimaatplein Heusden focuses on the residents themselves. According to Klimaatplein Heusden government and other agencies think too much on boxes where residents have a view of the complete picture within their environment (Klimaatplein Heusden Zet Bewoner Centraal Bij Verduurzamen Omgeving, 2021).

### Natuurlijk Schaijk (Maashorst)

Natuurlijk Schaijk is an organisation from the village of Schaijk committed to the liveability in the village. Their slogan is '*Natuurlijk Schaijk is the largest organisation in the village of which you are already a member by living in Schaijk*', this implies that this organisation is easily accessible to everyone. The strength of this accessibility is that all knowledge and craftsmanship are present to come up with all kinds of initiatives. These can be small initiatives for a certain group of people but also big events for the whole village. Residents can come up with ideas at Natuurlijk Schaijk where the organisation can decide whether it is a good initiative and who can organise it within the village (Natuurlijk Schaijk, 2020). An example of an initiative is the implementation of share houses. Share houses are intended to prevent food waste and help people who need it. The idea can be compared with the library cabinets that can be found in various Dutch neighbourhoods. People can place shelf-stable products in these share houses that they don't need anymore or that they can simply miss to help someone else (Schaijkse Deelhuisjes Deze Week in Gebruik Genomen, 2022). What Natuurlijk Schaijk also does is help families living in properties. The working group 'Silent Poverty' is collecting toys to fulfil the wish lists for Sinterklaas, they are collecting money to allow families in poverty to go out for dinner or to give them a day away to an amusement park. This is done by calling on the

inhabitants of Schaijk. Together they want to offer families in poverty in Schaijk the opportunity to can celebrate moments that they normally let pass (Ieder Gezin Verdient Een Leuke Zomervakantie!, 2022).

#### Omnipark Erp (Meerijstad)

The location of the current sports clubs in Erp is near the river Aa. During high water in the river, it often happens that the terrain becomes swampy and is not always usable. In combination with the age of certain facilities, the idea of a new central location was born. Together with the different associations and the municipality of Meerijstad a plan is developed where not only sports can be done but also many other activities can be performed in one multifunctional accommodation. The football club, tennis club and korfbal club will be concentrated all around one multifunctional accommodation. This multifunctional accommodation will also function as a community house for the village of Erp. Sport, culture, social activities and health care will be located in the multifunctional accommodation that will serve as the central meeting point of the village. The plans are yet in an early stage and a lot of work still needs to be done to actually realise it in the way that has been devised. The biggest problem with the new omnipark entails is that part of the required land is still in private hands. Mutually, together with the owners of the land and the municipality of Meerijstad, a solution must be found to get hold of this land in order to be able to develop the plans. In the worst case, the current landowners will have to be bought out (En Zó Gaat Het Omnipark in Erp Er Dus (Ongeveer) Uitzien..., 2020).

## 4.4 Data analysis

After collecting qualitative data by conducting the interviews it is necessary to analyse the data to obtain useful results. To analyse the interviews, coding will be the method of analysis using the program Atlas.TI. Through this program, the extensive data can be coded which ensures a clear overview of the interviews.

First of all, after conducting the interviews the recording will be transcribed. Because of the large amount of text, a transcription gives a clear picture of the interview conducted. Not everything that will be discussed in the interview answers one of the sub-questions or eventually the main research question. Therefore it is important to code the transcription of the interviews. Coding is an important part of the grounded theory concept which combines the depth of qualitative research with the systematic analysis of quantitative research. Out of the data collected from the interviews, an analysis will be done that shows where the focus lies in trying to create a change in liveability in smaller villages based on the 3 P's of Scannell and Gifford (2010) (Walker & Myrick, 2006). By coding the interviews keywords are assigned to phrases or sentences which can be important for answering the

sub-questions and the research question (Vennix, 2016). The first step is open coding in which important, conspicuous and recurring answers are marked. These marked phrases will be coded into short keywords. This provides a first overview of possible answers to the research questions. One of the pitfalls of coding is that way too many codes are assigned which eventually leads to getting lost in the data. It is important to only code these phrases that are important for the research (Glaser, 2016). After the open coding, axial coding will ensure that the marked phrases in the open coding phase are assigned to more general codes. Where open coding produces very specified codes, axial coding tries to reassemble these open codes into abstract conceptual categories (Scott & Medaugh, 2017). For example, phrases that show that people are afraid of the dark, afraid of heights, etc. can be assigned to the general code of fear. The final step of coding interviews is theoretical/selective coding. Based on the open and axial coding and the theoretical framework a theory will be created which provides an answer to the research question (Walker & Myrick, 2006).

Finishing the coding, it provides a codebook in which the abstract conceptual categories are displayed with the number of open codings in it. The codebook shows what topics are spoken most about in the interviews in total but also split per interview. It gives an indication of what important factors are for affecting the liveability, what they want to achieve and in what way they want to achieve this. To add extra strength to an answer it is possible to go back to the open codings for a more specific answer that fits the axial coding.

After the interviews are analysed, the results will be interpreted and written out. To find out if the current strategies respond to the important aspects of place attachment that influence the liveability as mentioned in chapter 3 *Theoretical framework*, the strategies are placed next to the aspects of the three-dimensional framework of place attachment by Scannell and Gifford (2010). This is where the focus of the different initiatives can be clarified and maybe points of attention can be indicated. Also important, striking or new insights can be indicated as learning points for future initiatives.

## 5. Findings<sup>4</sup>

This chapter will consist of answering the sub questions based on the data collected during the interviews. The first section will give an answer to the question about the concept of liveability and the initiator's perception of it. This will be followed by the reason for starting the four initiatives and in the final section the initiatives will be compared with the three-dimensional framework of place attachment by Scannell and Gifford (2010) to see where the focus points of the various lie.

### 5.1 Liveability in the region of North East Brabant

As stated in section 3.1 *Liveability* it is very difficult to formulate one clear definition of the concept of liveability. The definitions vary from very broad to definitions that are far more specific about liveability. Merriam-Webster (2013) defined the concept of liveability as a suitable place to live for a human being, but it can be questioned as it does not make clear what a suitable place consists of. Also, the definition of Conger (2015) can be questioned about its clarity. Conger's definition of liveability is about a place that isn't challenging in the way people want to live, but when is something not challenging? According to Newman (1999) liveability is about the human requirement for social amenity, health and well-being for both individuals and groups. Here a few aspects are pointed out that are important for a liveable place. It is clear that it is difficult to draw up an unambiguous definition. A different focus can create a different definition of liveability. Also among the four initiators who have been interviewed a broad answer was given to the question of what liveability means according to them. During the interviews the four initiators came up with the following definitions of liveability (Personal communication, 2022):

*'Liveability is that one can live, work and recreate somewhere good, safe and high-quality.'*

(Maashorst, personal communication, 28 June 2022)

*'Liveability is that someone wants to and is able to live somewhere.'* (Heusden, personal

communication, 24 June 2022)

*'Feeling happy, healthy and safe in a place where you can live, recreate and work.'* (Meerijstad,

personal communication, 21 June 2022)

*'When you want to live somewhere then that place is liveable.'* (Land van Cuijk, personal

communication, 21 June 2022)

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<sup>4</sup> All quotes are freely translated from Dutch to English to make the text easier to read without having to switch between two languages.

But here too the different definitions raise questions such as when does someone feel safe, when does someone want to live somewhere or when is there the possibility for high-quality life? Therefore follow-up questions have been asked to further clarify this. Many different aspects are indicated that contribute to making a place liveable. A complete list of these aspects can be found in *Appendix 2: Code groups*, the most important ones are shown in Table 2 ‘A selection of the codes’ below.

CODE GROUP			
<b>WHAT DOES LIVEABILITY MEAN?</b>	Managing own environment	Willingness to build community	Help each other
<b>MOTIVES FOR INITIATIVE</b>	Citizen’s initiative	The pub disappears	High costs and many people are needed
<b>GOAL OF THE INITIATIVE</b>	Meeting each other	Participation	Connect people
<b>MEANS TO IMPLEMENT INITIATIVE</b>	Uniting thinkers and doers	Plan for the future	Meeting for people in the village
<b>PERSON</b>	Room for questions and comments	Creating relations	Interactive meetings
<b>PLACE</b>	Central meeting place	A pub	Primary school
<b>PROCESS</b>	Personal contribution	Magazines	Local newspaper

*Table 2 - A selection of the codes*

These aspects of liveability vary from a social perspective to a more organisational perspective. One of the most important aspects of liveability is social contact, in the form of the possibility to meet each other. Meeting each other is important for the region of North East Brabant for several reasons. First of all meeting each other is the prelude to potential new activities according to the initiators. Especially in small villages where people need to rely more on each other than in bigger places. Meeting each other is also the starting point for conviviality, where taking care of each other and helping each other can arise from. The four initiators unanimously agree that together a liveable environment can be created. According to the four initiators ‘together’ is the key word in creating a liveable environment and they’ve let this know in different ways. Terms like togetherness, together, working together, hanging out together and doing it with each other dominated the conversation when asking about what liveability means in their view. These social aspects of liveability are only possible when there is the presence of organisational aspects like mobility, a social system

and education. These are aspects that make it possible for people to connect with each other and really can start community building.

Concluding, the initiators see liveability as a place where you can meet each other and it is possible to make social contact. Unanimously the initiators agreed that this depends on organisational aspects. Good mobility, education and social system are key to achieving this social contact between residents. This ensures that they can live in a place where they want to live.

*'We are aware that we can't do everything on our own. We need others like neighbours or villagers whom we depend on. And trying to depend on each other is creating a community.'* (Heusden, personal communication, 24 June 2022)

*'Therefore good mobility, good education and cultural identity contribute to a connection between residents and eventually to social cohesion.'* (Maashorst, personal communication, 28 June 2022)

## 5.2 The starting point of implementing initiatives

When an initiative is implemented, it is always preceded by something that gives rise to it, also in the four municipalities in the region of North East Brabant. Each of them has its own reasons for the initiative which vary from each other.

In Langenboom, municipality of Land van Cuijk, the tipping point for the realisation of a unified sports park and a multifunctional accommodation, was the closing of the local pub D'n Bens. For the residents of Langenboom, their only meeting place disappeared and there were no other services that could fulfil the role of the local pub D'n Bens. Among the residents, this caused a huge shock as it felt like the soul of Langenboom had disappeared. This shock was also the moment when a number of residents thought, this must and can have to go differently. This is how the Eigen Kweek foundation was established. A group of residents from Langenboom who are trying to give Langenboom a boost by creating a new unified sports park and a multifunctional accommodation (MFA). This MFA will be located in the former church because it is no longer in use. In this MFA different activities will be established together in order to benefit from the central meeting place and to be able to take advantage of each other's qualities. The costs of running the heating at the different locations add up, every location needs maintenance and arranging volunteers is not always easy. This is also confirmed in Maashorst where during the corona pandemic many volunteers have started to organise their free time differently.

*'We have a large pool of people ... before corona, Natuurlijk Schaijk tried to have 90% of the residents to be involved but that became, of course, very complicated during corona. We work very hard to get this pool of volunteers back together.'* (Maashorst, personal communication, 28 June 2022)

In the municipality of Maashorst Natuurlijk Schaijk is an organisation where everyone can go to with ideas for the village of Schaijk. This organisation is helping with initiatives that are very small like someone who wants to maintain the greenery of the village, here they help with collecting the right materials to do this. But also bigger events like picnics organised for the whole village are arranged by Natuurlijk Schaijk. The reason for starting the organisation Natuurlijk Schaijk is a result of a fragmentation of contact points for various activities. Natuurlijk Schaijk consists of local associations such as the carnival association, sports associations and various entrepreneurs from Schaijk. The people behind Natuurlijk Schaijk believed that it was too difficult to set up certain initiatives as there were different groups with different knowledge, different networks, etc. What they did was unify these people into one organisation that eventually became Natuurlijk Schaijk.

Just as in the municipality of Maashorst, in Heusden locals commit themselves to manage liveability in their village. In the village of Heusden there are no services at all. There is no supermarket, there are no shops and there isn't even a mailbox to send letters. Since there is nothing in Heusden the locals have started initiatives themselves, which was also stated by the interviewee.

*'So nothing is brought to us, so if we want to do something we have to do it ourselves.'* (Heusden, personal communication, 24 June 2022)

What they have done, since there are no services at all in Heusden, is that they have responded to all the transitions that occur in the field of agriculture, food and sustainability. In this challenging period of transition, the residents of Heusden felt like all these transitions are separated from the people. The residents of Heusden want to have a grip on situations that affect their own environment. Therefore Klimaatplein Heusden was founded. With the transition of energy, money can be made. If this transition is not under their own management, this money will disappear from their own region. What Klimaatplein Heusden is realising is their own heat network and they are building their own park with solar poles. All realised by residents and entrepreneurs from Heusden which contributes to the attachment with Heusden.

In the municipality of Meierijstad, an external factor is the driving force behind the realisation of the omnipark initiative in Erp. The river Aa flows right through Erp and in 1995 when there was a

flood it was necessary to make a change in the flow of the river. This resulted in the report 'De Kracht van het Aa-dal'<sup>5</sup>. In this report a number of icon projects have been drawn up, including the water storage of the river Aa. With the sports fields located alongside the river Aa and with the decline in the quality of other facilities in Erp, the plan of an omnipark fits perfectly in the report of 'De Kracht van het Aa-dal'. Residents of Erp saw an opportunity with the plan of water storage of the river Aa and started a citizens' initiative to involve local facilities. So current facilities such as the sports clubs and the community house will be upgraded and will be located in one place. An MFA will be created just as in Langenboom in the municipality of Land van Cuijk. This will cut in the costs and will create an important meeting place for the village of Erp.

Many different reasons can underlie the launch of all kinds of different initiatives. The four municipalities in the region of North East Brabant all have different reasons for starting their respective initiatives.

### 5.3 Affecting place attachment

As mentioned in section 3.1 *Liveability*, liveability will be higher when an individual's attachment to a place is high as well (Tournois, 2018). The attachment to a place can be divided into three dimensions to have a better understanding of which factors play a role in place attachment. These three dimensions are person, place and process which is already elaborated on in section 3.2 *Place attachment* (Scannell & Gifford, 2010). In this section for each of the dimensions, it will be clear, based on the interviews, where the focus lies in maintaining or increasing the liveability.

#### Person

Place attachment is affected by the dimension person and can be on an individual level and group level. On the individual level place attachment can be affected by milestones reached, experiences gained and realisations that belong to the individual's place. At group level place attachment can be increased by sharing the same culture or religion, these two aspects are less affectable as they mostly are history determined (Scannell & Gifford, 2010). Personal memories, milestones and experiences are meaningful for the initiators in increasing the place attachment. Terms such as creating an our-feeling, community building, empowerment of residents and taking matters into own hands are dominating the interviews.

One example of the use of local empowerment is in Langenboom. With the use of local empowerment, they want to respond to the milestones and experiences of the residents. For the

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<sup>5</sup> The strength of the Aa valley.



realisation of Het Dorpsplan in Langenboom, the foundation Eigen Kweek is using the residents of Langenboom. Not only the use of the new MFA or the new sports park is affecting the liveability, but also in the process of the realisation of it, the place attachment and therefore also the liveability can be affected in the form of personal experiences. According to Eigen Kweek, a good community is a community where everyone belongs unconditionally.

*'In order to build a good community ... you have to create a situation where everyone belongs unconditionally.'* (Land van Cuijk, personal communication, 21 June 2022)

This belonging is created by Eigen Kweek by setting up so-called 'speedboats'. These 'speedboats' are filled with residents of Langenboom who can be reached quick and directly when needed, this is where the name speedboat is based on, to contribute to Het Dorpsplan. Each of these speedboats has its own specialisation like the speedboat PR, speedboat catering industry or speedboat finance. By using residents in these speedboats, Eigen Kweek tries to create a sense of belonging among residents. By uniting doers and thinkers they try to involve residents and thereby create milestones and experiences to enlarge the relationship with Langenboom. This is in line with the research of Manzo (2005) where she stated that attachment to a place is not only caused by the place itself, but the experience-in-place certainly influences this too.

Personal place attachment in Heusden is mainly focused on realisations because they use locals to build a heat network and a solar park. With the involvement of locals, they try to create an own-feeling and eventually they try to build a community as the interviewee mentioned. The key to place attachment in Heusden is doing things together. For this small community it is obvious that when something is needed you ask your neighbour first, if they can't help go to the other neighbour and where there is a common goal, try to work it out together. With the realisation of the heat network and solar park this philosophy was used. These projects are the result of residents from different villages coming together. Instead of institutionalising these projects, they want to keep this in their own hands in order to be closely involved and to keep a grip on their own environment.

*'People, how should I say it, have the idea that they can't get grip on their own environment, that can't contribute or adjust anything. It belongs to someone else and it isn't yours. How can the environment become yours? And how do we get a grip on our own environment.'* (Heusden, personal communication, 24 June 2022)

Locals of Heusden are involved in the realisation in the following way. In order to receive a subsidy, a part of equity must be invested. Therefore is tried to collect an amount of money together with entrepreneurs from Heusden in order to be entitled to this subsidy. The mutual bond is strengthened by the involvement of entrepreneurs and residents in this initiative. Harnessing the strengths of the community enhances the sense of involvement and ultimately ensures community building within Heusden. The perception of the ability to be involved in achieving goals creates the feeling of being useful to the village which can create a greater connection (Twigger-Ross & Uzzell, 1996).

Natuurlijk Schaijk is an initiative that makes it possible for all residents to get involved. This can also be deduced from their slogan; *‘Natuurlijk Schaijk is the largest association of the village, of which you are already a member by living in Schaijk’*. Because of the possibility for everyone to get involved Natuurlijk Schaijk is trying to capitalise on individual’s self-esteem (Twigger-Ross & Uzzell, 1996). With their bottom-up approach everyone can suggest an initiative. According to the interviewee, there is no agenda created by Natuurlijk Schaijk, initiatives are suggested by the residents and Natuurlijk Schaijk is there to help realise that.

*‘Actually it is a network organisation and they want to get all kinds of activities started, so it is mainly a do-it-yourself club. They want to get people moving to get as much as possible done.’* (Maashorst, personal communication, 28 June 2022)

By implementing your own initiative, attachment to a place can be increased. The experience of doing something in favour of your village gives a sense of belonging (Manzo, 2005). Whether this is a small initiative or a larger initiative doesn’t matter for Natuurlijk Schaijk. Initiatives vary which can be concluded from the following quote.

*‘But in fact, their philosophy is that when a resident of Schaijk wants to tackle the greenery in the village, Natuurlijk Schaijk will look at how this can get off the ground ... and annually they organise a picnic for the whole village.’* (Maashorst, personal communication, 28 June 2022)

With the realisation of the omnipark Erp in the municipality of Meierijstad, the residents had the opportunity to give their opinions at various consultation evenings. The involvement in the realisation of the omnipark can increase the self-esteem (Twigger-Ross & Uzzell, 1996). Therefore the participation of the residents is important for the municipality of Meierijstad. An appeal is made on the willingness to help from the residents which is eventually a prelude to community building.

*'We always want to create a basis of support together with the residents because there is a lot of willingness to help. That is why we really want to know what they want about the liveability goals. Therefore you really need to be with the residents .. and where later the residents of Erp will have the community feeling.'* (Meerijstad, personal communication, 21 June 2022)

## Place

Social arenas or bonds and the physical built or natural environment are all factors involved in the attachment to a place. These places can be created and eventually be the basis for all kinds of activities for that place (Scannell & Gifford, 2010).

In Land van Cuijk has been emphasised that these facilities are indeed the basis for further attachment to a place. To have an effect on the place attachment there is a need for facilities as a basis. The facilities themselves won't have an effect on the place attachment but it facilitates other activities which may affect the attachment to a place. With the built of the new MFA and unified sports park, Eigen Kweek is providing these facilities where all kinds of activities can take place for the contribution to the place attachment. These new built facilities will be important social arenas in the village of Langenboom (Scannell & Gifford, 2010).

*'Therefore you need facilities, that's kind of a base. And then of course it comes to life.'* (Land van Cuijk, personal communication, 21 June 2022)

Social arenas are places where social bonds can be established. For Langenboom, primary school is one very important social arena. Not only for adults social bonds are important in place attachment but for children social bonds can determine place attachment as well. Preserving primary school is important for Langenboom because when it will disappear, it can have negative effects on social bonds. The first social bonds with other Langenboomse residents are made at primary school. These same social bonds will be encountered at other places such as sports clubs, other clubs or when they are playing outside. These early bonds are already contributing to the creation of place attachment.

*'Why they are happy here? That's because they meet friends at school and then at other associations. This makes it possible for them to build close relationships with others right from childhood.'* (Land van Cuijk, personal communication, 21 June 2022)

Also in Erp, Meierijstad, an omnipark is built. This omnipark consists of the various sports clubs such as the football, tennis and korfbal club, the community centre and outside there will be a park that is accessible to everyone. The omnipark has been built with the idea of a central meeting place, the social arena (Scannell & Gifford, 2010). The omnipark will mostly be a meeting point for members of the different associations for which the added value is that cooperation with other associations can be facilitated when they are located at one location. This is the basis for new social bonds between people from different associations. Besides the members, there is a park, which is available for all people of Erp.

*'All associations saw that the added value was there when they are located at one place. With all those dimensions and especially that it was going to be that central meeting place.'* (Meierijstad, personal communication, 21 June 2022)

Before the realisation of the omnipark, other organisations already want to join in the initiative of the new to build omnipark in Erp. Organisations such as physiotherapists and speech therapists want to benefit from this clustering and want to become part of the network that will be created with the realisation of the omnipark. Besides organisations and associations of Erp, the park will provide an area where all people can go to for recreation. Hiking and biking paths will shape a green environment where meeting is central. Here, social bonds can be established in the free time of residents of Erp. Also this park can be used for events for a bigger audience than just for residents of Erp.

Where in Langenboom, Land van Cuijk, and Erp, Meierijstad, physical places are built that can contribute to the attachment to a place. In Heusden and Schaijk, Maashorst, the initiatives don't include physical buildings which can contribute to the attachment to a place. These initiatives are more focused on the community of place and the social bonds between people (McMillan & Chavis, 1986; Scannell & Gifford, 2010). In Heusden, since there are no services, they tried to take a different track. Despite the fact that something physical is being built in the form of a solar park and a heat network, they don't fulfil the function of a social arena. They are using the natural environment to build something physical (Scannell & Gifford, 2010). By developing this plan together with the residents an attempt is made to build a community, to create social bonding among the residents of Heusden.

*'Because together you are the society and together you make that community. And maybe it's our duty, we have to form that community. You can't live without each other.'* (Heusden, personal communication, 24 June 2022)

Natuurlijk Schaijk isn't an organisation that is contributing to one's place attachment by affecting a place by building physical buildings. But what they do is try to put Schaijk on the map by organising various events such as a picnic for the whole village or a sustainability market. But the biggest event they are organising is Beleef Schaijk which is for all people from Schaijk. It is a two-day event with music, walking tours, a program for children and food, drinks and meeting that are part of the event. Natuurlijk Schaijk is trying to affect place attachment by empowering the social aspect of place with this event.

### Process

The psychological process of place attachment consists of three dimensions, affect, cognition and behaviour. These dimensions are focussing on emotional bonds, memories and participation of residents (Francaviglia, 1978; Hidalgo and Hernández (2001); Manzo, 2005; Scannell & Gifford, 2010).

Place attachment by affect is that emotional bonds are created more easily in an environment that satisfies the human needs (Relph, 2008). This environment based on the human need can be created by the organisation of Natuurlijk Schaijk. As mentioned earlier, residents can propose all kinds of initiatives that they find important and in which Natuurlijk Schaijk will offer a helping hand. These initiatives can vary from maintaining the greenery to organising bigger events such as a festival weekend. With this approach, Natuurlijk Schaijk really tries to make the village one of the '*Schaijkenaar*'. In Heusden, since there are no services, they tried to take a different track. Knowing there was a lot of space available in nature, they wanted to create sustainable energy by themselves. The realisation of the solar park and the heat network ensured that the community felt proud and connected with Heusden. Besides all the benefits of the sustainable energy, the residents of Heusden have created a village that they've made themselves and which satisfies their need for this energy. The need of the residents of Langenboom is mainly for primary school. For the residents this is an important aspect as they believe connections with others start at an early age. Friends from school also meet at other places in the village. With the build of the new MFA and unified sports park, Eigen Kweek tries to renew and boost the place attachment to Langenboom.

Place attachment also depends on cognitive elements such as memories, beliefs, meaning and knowledge which individuals associate with a place (Manzo, 2005; Scannell & Gifford, 2010). These cognitive elements can only be triggered when there are places that facilitate this. In Langenboom and Erp (Land van Cuijk and Meierijstad), this is facilitated by the new build MFA's in the villages. Both villages were of opinion that the current facilities did not meet the needs of the village and that it needed a boost. In Langenboom they are also aiming for new activities with the clustering of different

associations in the new MFA. Natuurlijk Schaijk tries to respond on the belongingness to a place. You are already a member of Natuurlijk Schaijk by just living in Schaijk, which is what their slogan sounds like.

*'With the new omnipark we provide a better liveability. Because the facilities themselves will also simply be a lot better than they are now.'* (Meerijstad, personal communication, 21 June 2022)

*'But I also think that, besides giving liveability a boost with the new build MFA, it also provides opportunities for new activities.'* (Land van Cuijk, personal communication, 21 June 2022)

*'That is the goal. I think their aim is to try to create a community. Helping to create this community can be anything you want.'* (Maashorst, personal communication, 28 June 2022)

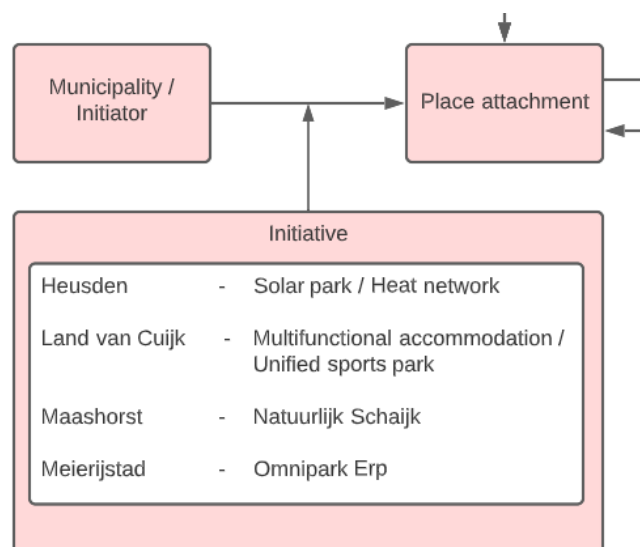
Finally, behaviour can affect the attachment to a place which can be expressed through actions (Hidalgo & Hernández, 2001). The opportunity to get involved with actions is facilitated by the four initiators. In Langenboom, Eigen Kweek, have setup different speedboats which are filled with people from Langenboom. Every speedboat has its own speciality. By doing this they try to connect people to activities in the village which possibly enlarges the attachment to Langenboom (Francaviglia, 1978). With these speedboats they try to unite thinkers and doers, it doesn't matter if one can help with their knowledge or network or if they can help with their skills. These speedboats work together where needed so people from different speedboats will meet each other in the realisation of the MFA and unified sports park. These social bonds will also contribute to the attachment to a place (Scannell & Gifford, 2010). Also in Heusden, they believed in the strength of the residents. By not institutionalising the process, the residents had the opportunity to keep matters in their own hands. They used their own knowledge, skills and money for the realisation of the solar park and the heat network. According to Klimaatplein Heusden, taking matters into your own hands is what creates the attachment to a place and creates a community (Scannell & Gifford, 2010). When you design and execute a project like this all by yourself, you get the feeling that the village becomes yours. The involvement of residents is what is highly valued in Meerijstad. Every major decision made is always discussed with residents. They do this together because there are a lot of doers in the community. When residents have had their say and agree to the plan, the support will also be higher among the residents. This results in a design that eventually makes the resident think, this is mine, this is what I've made. So also in Meerijstad, just as in Heusden, the involvement of residents is important in creating place attachment.

## 6. Analysis of the initiatives

In this section, the findings of the previous section, section 5 *Findings*, will be placed next to the conceptual model to indicate the influence of the different relationships between the variables. In short, the scope of the conceptual model is as follows. Municipalities and/or initiators are willing to maintain or increase the liveability in their place. To achieve this, an attempt is made to increase individual attachment to a place by taking action. These actions are in the form of initiatives that will be implemented that possibly affect this individual place attachment. It can be assumed that a higher attachment to a place means that the liveability of a place is higher as there is satisfaction with the place (Tournois, 2018). On the other hand, this relation works the other way around. A higher liveability of a place can be assumed with a higher place attachment to a place (Zenker & Rütter, 2014). Individuals' place attachment is affected by three factors, person, place and process. The personal connection, the physical and natural places and emotions and experiences affect the attachment to a place (Scannell & Gifford, 2010).

In the remainder of this section, each of the relations from the conceptual model will be analysed based on the data collected from the interviews. Eventually, a new conceptual model will be presented based on the collected data. This gives an overview of the focus points in affecting place attachment in the region of North East Brabant.

The first relation that will be analysed is the one between the municipality and/or initiators and place attachment (Figure 3 '*Relation between municipality/initiator and place attachment*'). To affect the place attachment of individual residents the relation between the attachment to a place and the municipality and/or initiators is intervened by an initiative. According to Hospers (2010), warm placemaking is key in increasing the attachment to a place. Focusing on current residents, warm placemaking is far more effective than focusing on attracting new residents, cold placemaking (Hospers, 2010). All four municipalities are focused on their own residents as they are involving them in the process of the implementation of the



**Figure 3 - Relation between municipality/initiator and place attachment**

initiatives. The initiatives that will be implemented are added to the conceptual model as it was drawn in section 3.3 *Conceptual model*. In Figure 3 the initiatives are added in the relation between

municipality/initiator and place attachment. In Heusden a solar park and heat network will be built, an MFA and unified sports park will be implemented in Land van Cuijk (Langenboom), in Meierijstad (Erp) a new multifunctional accommodation will be built with the room for sport, culture and recreation and in Maashorst (Schaijk) the organisation Natuurlijk Schaijk is organising all kinds of activities for the people in Schaijk.

With the implementation of these initiatives, the municipalities and initiators intentions are to affect individuals' place attachment. This place attachment consists of a three-dimensional framework according to Scannell and Gifford (2010), person, place and process. In the following part, a closer look will be taken at where the focus is in affecting place attachment in the municipalities of North East Brabant.

For the aspect of person, it is important for individuals to have experiences that contribute to the attachment to a place (Manzo, 2005). A place becomes meaningful because of milestones reached and memories that are created through the years one lives in a place. In the four municipalities of North East Brabant the person aspect is one of the most important ones in creating attachment to a place. For all four, the involvement of the residents is paramount when implementing the initiatives because they are, after all, the people who make use of the environment. Examples of this resident involvement are the 'speedboats' in Langenboom where residents of Langenboom are placed in a group where they can contribute with their knowledge and doing power. With the involvement of residents, Stichting Eigen Kweek wants to keep them close to the project and contribute to the creation of milestones and experiences (Manzo, 2005; Scannell & Gifford, 2010). In Heusden the realisation of the heat network and the solar park is supervised by residents and also here the focus is on the involvement of residents to create milestones and memories. With the connection between people that is made during the realisation of the initiative an our-feeling is tried to create, a feeling of belonging to a place. This contributes to the connection of a place (Shumaker & Taylor (1983) in Hidalgo & Hernández, 2001). Also in Schaijk in the municipality of Maashorst the initiative Natuurlijk Schaijk is focused on the involvement of residents. The organisation is helping residents of Schaijk wherever needed to realise the ideas that they come up with, so all initiatives are coming from the residents which creates a greater belongingness to Schaijk (Shumaker & Taylor (1983) in Hidalgo & Hernández, 2001). Only in Erp, Meierijstad, the contribution of residents in the realisation of is less direct than in the initiatives in Heusden, Land van Cuijk and Maashorst. The realisation of the Omnipark in Erp is managed by the municipality together with Rijkswaterstaat, the Dutch water management organisation. To a lesser extent, residents can share their thoughts at information meetings about the project. Their questions and comments are considered in further decision-making, but residents are not directly involved. This way of implementing the initiative will make a smaller contribution to the

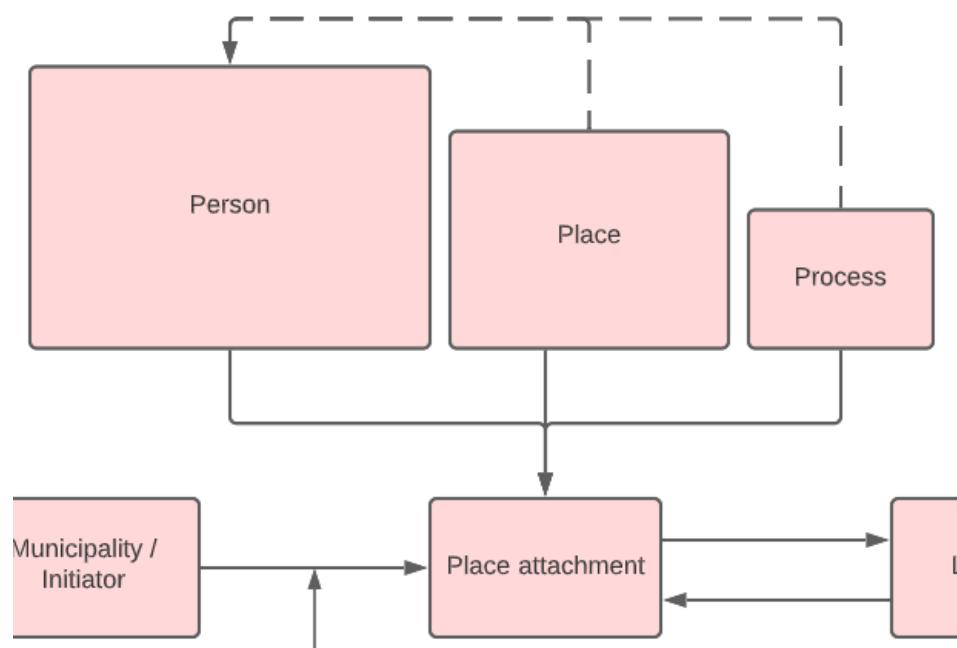


connection to a place than in the other municipalities of the region North East Brabant. In Figure 4 *'Weighted relation between the 3 P's and place attachment'* the relation between person and place attachment is expressed in the revised conceptual model.

The place itself is contributing to the attachment to a place through physical buildings or natural environments. A place needs to provide places where people can feel attached to, where people can meet others and create relations that contribute to the attachment to a place and can be the basis for all kinds of activities. In three of the four municipalities in North East Brabant physical buildings are being built to try to maintain or renew the liveability in the place. In both Langenboom, Land van Cuijk and Erp, Meierijstad, a multifunctional accommodation (MFA) and unified sports park will be built. In this MFA there will be a clustering of multiple activities and it will function as the central meeting point of the village. Both municipalities want to use these MFA's as social arenas, places to let people meet each other and create a community of place, a place where people feel attached to because of the different activities that take place and the liveliness it offers (McMillan & Chavis, 1986). In Heusden with the built of a heat network and solar park a community of interest will be created (McMillan & Chavis, 1986). With no services at all in the village, Heusden wants to make itself attractive by making living in Heusden sustainable. They are not focusing on social arenas but on creating a social group that shares the same interests in living sustainably (Twigger-Ross and Uzzell (1996) in Scannell & Gifford, 2010). Natuurlijk Schaijk isn't focusing on building new places or adapting the natural environment. Their focus is on activities that come from residents of Schaijk. These activities will be realised in the already existing social arenas or natural environment of Schaijk. Place is an important factor in creating place attachment. Without buildings or an attractive natural environment there is no place for people to organise activities or to meet. However, place can be seen as an instrument for the person dimension to make people feel involved and make the place feel alive. In Figure 4 the relation between the dimension of place and place attachment is drawn as also the relation between the place and the person dimension.

Process is the last dimension in relation to place attachment. The process dimension can also be seen, like the place dimension, as an instrument for the person dimension. People feel more attracted to a place when it satisfies their needs, where they can reflect themselves to and by taking actions that reflect their needs (Francaviglia, 1978; Manzo, 2005; Relph, 2008; Scannell & Gifford, 2010). As earlier mentioned in Erp, Meierijstad, people had the opportunity to share their thoughts about the plans for the new Omnipark. Also in Heusden and Langenboom, Land van Cuijk, there were opportunities at information meetings to share thoughts about the ideas of the new initiatives. Besides that residents are leading the plans here, residents who are not directly involved got the opportunity to get involved as well. For all three of the municipalities, the process dimension is about getting people

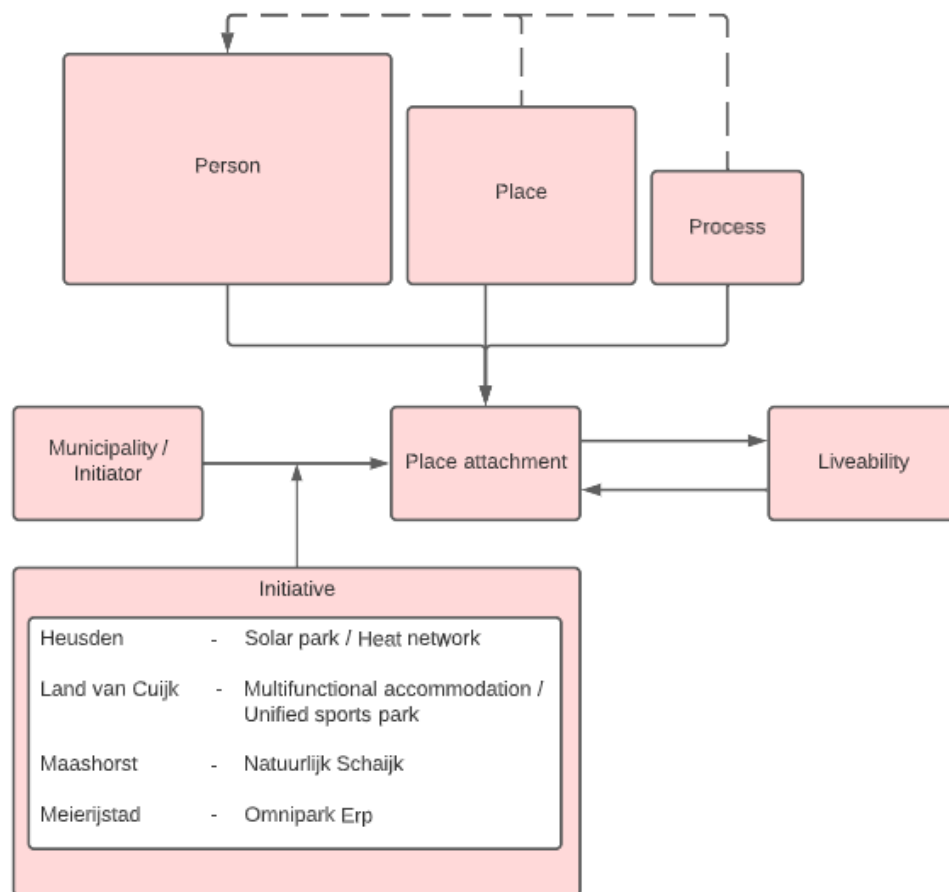
involved in the process which is closely related to the person dimension of creating milestones and experiences. Therefore also the process dimension is more of an instrument for the person dimension to affect place attachment than affecting the attachment to a place directly. In Schaijk, Maashorst, initiatives only are implemented that are the idea of residents. Also here Natuurlijk Schaijk is focusing on the involvement of the residents and uses the process of implementing initiatives as an instrument for people to create milestones and experiences. The relation between process and place attachment and the process and person dimension is drawn in Figure 4 below.



**Figure 4 - Weighted relation between the 3 P's and place attachment**

To conclude the analysis of the data a revised version of the conceptual model can be made based on the cases of the four initiatives in the municipalities in the region of North East Brabant. Initiatives in Heusden, Land van Cuijk, Maashorst and Meierijstad are implemented to maintain or improve the liveability. Liveability is related to the attachment of an individual to a place. It can be assumed that a higher place attachment means that the liveability of a place is higher and the other way round (Hidalgo & Hernández (2001) in Zenker & Rütter, 2014; Tournois, 2018). The degree of place attachment depends on the three dimensions person, place and process (Scannell & Gifford, 2010). According to the cases and the data collected the weighting of the three dimensions in the region of North East Brabant isn't evenly distributed. It has been found that the dimension of person the most important one is in achieving higher place attachment in an individual. In addition, the place and

process dimension does not only have a direct effect on place attachment, but also an effect that runs through the person dimension. This is an important note belonging to the three-dimensional framework of Scannell and Gifford (2010) who did not mention interrelationships between the three dimensions. Below, in Figure 5 ‘*Revised conceptual model*’ a revised version of the conceptual model is drawn based on the conceptual model from section 3.3 *Conceptual framework*.



**Figure 5 - Revised conceptual model**

## 7. Conclusion, discussion and recommendations

At first, the sub questions of the research will be answered in section *7.1 Conclusion*. This builds up to a final answer to the main research question of this research. In section *7.2 Discussion and recommendations* the results of this research will be further discussed and recommendations will be done on the results and on possible further research.

### 7.1 Conclusion

This research tries to provide an answer to how the liveability is managed in small villages in the region of North East Brabant. The research question to be answered is as follows: 'How do municipalities and initiators try to affect liveability in smaller villages by creating a change in place attachment in the region of North East Brabant?' Therefore a qualitative research was conducted on four initiatives in the four different municipalities in this region.

The results show that there is no clear picture among the four initiators on the definition of liveability. The definitions that were given vary from a narrow to a much more broader definition of liveability where also different conditions were mentioned about when a place is liveable. Because the different definitions were given by the interviewees, it is difficult to respond to the right factors to potentially increase the liveability. For two of the four initiators, there is a short definition consisting only of 'a place where someone wants to live'. It is difficult for them to indicate important focus points regarding liveability. The other two initiators named factors that are part of liveability, this gives, for them, a clear picture of how liveability is structured and what can make something liveable.

Following from the different starting points of the analysed initiatives, it can be concluded that liveability is a concept that is difficult to interpret. Where in Land van Cuijk and Maashorst internal factors play a role in the implementation, in Heusden and Meierijstad there are external factors that are the reason why an initiative has been started. The internal factors are initiatives that really come from the residents. In Langenboom, Land van Cuijk, the closure of the local pub D'n Bens was the last drop for the residents to start the initiative group Eigen Kweek, to boost the liveability in the village. Also in Schaijk, Maashorst, the initiatives start from the residents. They are the drivers of the liveability in their own village. In Heusden and Meierijstad external factors are playing a role in starting initiatives. Due to the adaptation to the river the Aa along the sports fields, the municipality of Meierijstad saw this as an opportunity to get more out of this and to include the renewal of the facilities in this plan. In Heusden the transition to renewable energy was a trigger for the residents to tackle this transition themselves instead of having it institutionalised. Just like defining liveability, the starting points and reasons for managing liveability also vary widely which makes it difficult to.

With the implementation of the initiatives, an attempt is made to maintain or increase the liveability. As described in this research, liveability is dependent on the attachment to a place, which in turn depends on the factors person, place and process. The focus of the different initiatives is all based on one of the aspects of the three-dimensional framework of place attachment which means that the right aspects are triggered in the process of managing liveability. Natuurlijk Schaijk gives space to the free inspiration of residents of Schaijk which focuses on the person aspect that people can create their own memories and their own environment. In Langenboom, Land van Cuijk, and Erp, Meerijstad, they are trying to facilitate locations in the form of multifunctional accommodations where people can come together for social contacts and for all kinds of activities. The solar park and heat network which is realised in Heusden is an initiative that has its effect on the process side of place attachment. By creating this with residents from Heusden it makes residents feel more connected to the village and also to each other.

To conclude this research an answer will be given to the research question 'How do municipalities and initiators try to affect liveability in smaller villages by creating a change in place attachment in the region of North East Brabant?' For all four initiatives the approach is the same. They have an idea about what liveability means, they have an idea where an increase in liveability can be achieved and they show properties in the process that arise in the 3 P's (Person, Place and Process) of Scannell and Gifford (2010) which can contribute to a change in liveability. But the way to reach this increase and how they fill in the managing process of liveability differs for all four initiatives. Shown by the results of this research it is clear that the concept of liveability is a very difficult one to understand. This is reflected in all three of the sub questions of this research. First of all the definition of liveability is hard to define in one clear definition. The different initiators in this research all came up with a different one which indicates the difficulty. Due to the breadth of the concept of liveability the various reasons for implementing an initiative do vary a lot. To have an understanding of what the initiatives do to have an effect on the liveability, the four initiatives have been placed next to the three-dimensional framework of place attachment, included in the conceptual model, to see which aspects of the framework are used more than others and thus clarify the focus of the initiatives. Each of the initiatives responds to the three dimensions of the framework (person, place, process). This means that with the implemented initiatives there is the possibility that it will contribute to a higher place attachment among residents and eventually contributes to a better liveability of the villages in the region of North East Brabant. One important note and lesson of this research is that there are relations between the three dimensions of the three-dimensional framework of place attachment, something that Scannell & Gifford (2010) didn't make any notice of. Practice has shown that the place and process

dimension are an instrument for affecting the person dimension which has an affect on place attachment and eventually on the liveability of a place.

## 7.2 Discussion and recommendations

The results following from the interviews are as expected. In the literature there was a lot of disagreement about one clear definition of liveability. There was also a lot of different information in the literature about possible aspects that influence the liveability. The versatility of the definition of liveability and the aspects that influence it are also found in the answers given by the interviewees. The literature in this research is obtained through a thorough literature study. All articles used for the theoretical framework were published in scientific journals which contributes to the reliability of the sources and eventually this research. The articles used are mainly obtained through the snowball method which means that by reading sources from a previous article, an increasingly broader literature framework could be written. The results were obtained through interviews and concern the four municipalities of the region of North East Brabant and can therefore be generalised to the four municipalities in this region. During these interviews came the first setback for the research.

Initially, it was intended to have a mixed methods approach for the research. Besides the qualitative part that has been executed, a quantitative part was planned. This quantitative part would check the decisions made by the initiators among the residents. This would mean that there would be an outcome on whether the initiatives reflect the needs of the residents. But according to the interviews, it turned out that this was not important for the interviewees because the plans had already been approved. The approvement has been done by involving the residents in the decision-making, therefore it can be concluded that the initiatives meet the needs of the residents.

This could therefore be a good subject for further research. After the initiatives are realised they could be examined to see whether it actually has the desired effect. Because the experienced effect on the liveability can only be experienced when the initiatives have been realised, it was too early to include it in this study. Therefore this study is informative for the initiators to see where liveability actually consists of. The aim of the research is therefore to raise more awareness about which factors are involved and where the focus can be to increase place attachment and eventually the liveability. In addition, also to make it clear that liveability is a difficult concept that must be clearly defined before interventions are made in the liveability.

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## Appendixes

### Appendix 1: Interview guide

Onderwerp	Sub-onderwerpen	Aantekeningen
Introductie	<ul style="list-style-type: none"><li>○ Mijzelf voorstellen</li><li>○ Introductie onderzoek</li><li>○ Anonimiteit + toestemming opname</li></ul>	
Rol initiatiefnemers	<ul style="list-style-type: none"><li>○ Voorstellen?</li><li>○ Vertel eens in het kort wat het initiatief is?</li><li>○ Wat is jouw rol in het initiatief?</li></ul>	
Voor het initiatief	<ul style="list-style-type: none"><li>○ Scriptie focust op vergroten leefbaarheid, maar wat is een leefbare omgeving volgens u als initiatiefnemer?</li><li>○ Wat was de reden om een dergelijk initiatief te starten?</li><li>○ Wie is/zijn de initiatiefnemer(s) van het initiatief?</li><li>○ Hoe is het initiatief tot stand gekomen?</li><li>○ Wat is het beoogde doel van het initiatief met betrekking op de leefbaarheid?</li></ul>	
Tijdens het initiatief	<ul style="list-style-type: none"><li>○ Wie zijn de deelnemende actoren in het initiatief?</li><li>○ Op welke manier hebben bewoners betrokken kunnen raken bij het initiatief?</li><li>○ En hoe is dit gecommuniceerd naar de bewoners toe?</li></ul>	

Na het initiatief	<ul style="list-style-type: none"> <li>○ Hoe heeft het initiatief uitgepakt gekeken naar het vergroten van de leefbaarheid?</li> <li>○ Is er, terugkijkend, veranderd over hoe er naar leefbaarheid wordt gekeken?</li> <li>○ Merkt u dat er door dit project ook interesse is gekomen voor andere initiatieven vanuit bewoners?</li> </ul>	
Afronding	<ul style="list-style-type: none"> <li>○ Zijn er nog aanvullingen vanuit uw kant, vragen of andere opmerkingen?</li> </ul>	

## Appendix 2: Code groups

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	Ontmoeten	<div><div></div></div>	4
<input type="radio"/>	samenwerken	<div><div></div></div>	4
<input type="radio"/>	Participatie	<div><div></div></div>	3
<input type="radio"/>	Gemeenschapsvorming	<div><div></div></div>	3
<input type="radio"/>	Slogan Dorpsplan Langenboom	<div><div></div></div>	2
<input type="radio"/>	Samen	<div><div></div></div>	2
<input type="radio"/>	Beheren van je eigen omgeving	<div><div></div></div>	2
<input type="radio"/>	sporten	<div><div></div></div>	1
<input type="radio"/>	Vriendjes op verenigingen	<div><div></div></div>	1
<input type="radio"/>	voor elkaar zorgen	<div><div></div></div>	1
<input type="radio"/>	Saamhorigheid	<div><div></div></div>	1
<input type="radio"/>	Samen optrekken	<div><div></div></div>	1
<input type="radio"/>	Verbinden van mensen	<div><div></div></div>	1
<input type="radio"/>	verantwoordelijkheden en lasten	<div><div></div></div>	1
<input type="radio"/>	Slogan Natuurlijk Schaijk	<div><div></div></div>	1
<input type="radio"/>	vriendjes op school	<div><div></div></div>	1
<input type="radio"/>	Willen en kunnen wonen	<div><div></div></div>	1
<input type="radio"/>	sport	<div><div></div></div>	1
<input type="radio"/>	Right to Challenge	<div><div></div></div>	1
<input type="radio"/>	Participatie Gemeenschapshuis Ter Aa	<div><div></div></div>	1
<input type="radio"/>	Je doet het met elkaar	<div><div></div></div>	1
<input type="radio"/>	Iedereen wil meedoen	<div><div></div></div>	1
<input type="radio"/>	Iedereen hoort er altijd bij	<div><div></div></div>	1
<input type="radio"/>	Iedereen is welkom	<div><div></div></div>	1
<input type="radio"/>	goed sociaal stelsel	<div><div></div></div>	1
<input type="radio"/>	goede mobiliteit	<div><div></div></div>	1
<input type="radio"/>	Gezelligheid	<div><div></div></div>	1
<input type="radio"/>	Goed, veilig en hoogwaardig wonen, werken en recreëren	<div><div></div></div>	1
<input type="radio"/>	Gezelligheid nodig	<div><div></div></div>	1
<input type="radio"/>	goede onderwijs	<div><div></div></div>	1
<input type="radio"/>	Gelukkig, gezond en veilig wonen, leven en werken	<div><div></div></div>	1
<input type="radio"/>	Elkaar helpen	<div><div></div></div>	1
<input type="radio"/>	Ergens willen leven	<div><div></div></div>	1
<input type="radio"/>	Onvoorwaardelijk erbij horen	<div><div></div></div>	1
<input type="radio"/>	Bereidheid tot gemeenschapsvorming	<div><div></div></div>	1

Figure 6 - Code group: What does liveability mean?



Codes in group:

	Name	Grounded	✓
<input type="radio"/>	◇ burgerinitiatief	<div><div></div></div>	3
<input type="radio"/>	◇ Mensen verbinden	<div><div></div></div>	2
<input type="radio"/>	◇ waterberging	<div><div></div></div>	2
<input type="radio"/>	◇ kostenbesparend	<div><div></div></div>	2
<input type="radio"/>	◇ Natuurlijk Schaijk	<div><div></div></div>	1
<input type="radio"/>	◇ Moeite om kosten rond te krijgen	<div><div></div></div>	1
<input type="radio"/>	◇ Verbetering bepaalde activiteiten	<div><div></div></div>	1
<input type="radio"/>	◇ Schok onder de inwoners	<div><div></div></div>	1
<input type="radio"/>	◇ Toekomstplan	<div><div></div></div>	1
<input type="radio"/>	◇ Mijlpalen voor Meierijstad	<div><div></div></div>	1
<input type="radio"/>	◇ Voorkomen kwetsbaarheid	<div><div></div></div>	1
<input type="radio"/>	◇ Zekerheid inbedden	<div><div></div></div>	1
<input type="radio"/>	◇ Voorkomen van deelgroepjes	<div><div></div></div>	1
<input type="radio"/>	◇ warmtenet	<div><div></div></div>	1
<input type="radio"/>	◇ zonnepark	<div><div></div></div>	1
<input type="radio"/>	◇ Leegstand kerk	<div><div></div></div>	1
<input type="radio"/>	◇ Veel vrijwilligers nodig	<div><div></div></div>	1
<input type="radio"/>	◇ De kroeg verdwijnt	<div><div></div></div>	1
<input type="radio"/>	◇ Geen voorzieningen	<div><div></div></div>	1
<input type="radio"/>	◇ Heft in eigen handen houden	<div><div></div></div>	1
<input type="radio"/>	◇ Er worden 5x kosten gemaakt	<div><div></div></div>	1
<input type="radio"/>	◇ Kosten verlagen	<div><div></div></div>	1
<input type="radio"/>	◇ Hoge kosten en veel mensen nodig	<div><div></div></div>	1
<input type="radio"/>	◇ Huidige locatie apart hebben het moeilijk	<div><div></div></div>	1
<input type="radio"/>	◇ Klimaatplein Heusden	<div><div></div></div>	1
<input type="radio"/>	◇ Idee vanuit bewoners	<div><div></div></div>	1
<input type="radio"/>	◇ Gezelligheid verhogen	<div><div></div></div>	1
<input type="radio"/>	◇ Kracht van het AA dal als startpunt	<div><div></div></div>	1
<input type="radio"/>	◇ Gezelligheid nodig	<div><div></div></div>	1
<input type="radio"/>	◇ de Leefbaarheidsmonitor Meierijstad	<div><div></div></div>	1
<input type="radio"/>	◇ de kracht van het AA dal	<div><div></div></div>	1
<input type="radio"/>	◇ Voorzieningen voldoen niet meer	<div><div></div></div>	1
<input type="radio"/>	◇ Watersnood	<div><div></div></div>	1

Figure 7 - Code group: Motives for the initiatives

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	◇ burgerinitiatief	<div><div></div></div>	3
<input type="radio"/>	◇ Aanjager activiteiten	<div><div></div></div>	2
<input type="radio"/>	◇ Activiteiten organiseren~	<div><div></div></div>	2
<input type="radio"/>	◇ Slogan Dorpsplan Langenboom	<div><div></div></div>	2
<input type="radio"/>	◇ Denkers en doeners verenigen	<div><div></div></div>	2
<input type="radio"/>	◇ dorpsbijeenkomst	<div><div></div></div>	2
<input type="radio"/>	◇ Langenboomse Vereniging	<div><div></div></div>	2
<input type="radio"/>	◇ Dorpsharten~	<div><div></div></div>	2
<input type="radio"/>	◇ een website	<div><div></div></div>	2
<input type="radio"/>	◇ 3-velds perspectief~	<div><div></div></div>	1
<input type="radio"/>	◇ Samenwerking gemeente	<div><div></div></div>	1
<input type="radio"/>	◇ Slogan Natuurlijk Schaijk	<div><div></div></div>	1
<input type="radio"/>	◇ Speedboten Eigen Kweek	<div><div></div></div>	1
<input type="radio"/>	◇ Stuurgroep	<div><div></div></div>	1
<input type="radio"/>	◇ Toekomstplan	<div><div></div></div>	1
<input type="radio"/>	◇ Verenigingen als afdelingen~	<div><div></div></div>	1
<input type="radio"/>	◇ Vergadering klein comité	<div><div></div></div>	1
<input type="radio"/>	◇ Verenigingen klankbord samenleving	<div><div></div></div>	1
<input type="radio"/>	◇ Waterschap en gemeenten	<div><div></div></div>	1
<input type="radio"/>	◇ Waterschap en verenigingen	<div><div></div></div>	1
<input type="radio"/>	◇ Zelfsturing 3.0~	<div><div></div></div>	1
<input type="radio"/>	◇ social media	<div><div></div></div>	1
<input type="radio"/>	◇ Natuurlijk Schaijk	<div><div></div></div>	1
<input type="radio"/>	◇ Klimaatplein Heusden	<div><div></div></div>	1
<input type="radio"/>	◇ Kernwaarden afgesproken	<div><div></div></div>	1
<input type="radio"/>	◇ 3 activiteiten voor betrokkenheid inwoners	<div><div></div></div>	1
<input type="radio"/>	◇ Interactieve teamsmeeting	<div><div></div></div>	1
<input type="radio"/>	◇ inspraakavond	<div><div></div></div>	1
<input type="radio"/>	◇ flyer	<div><div></div></div>	1
<input type="radio"/>	◇ email updates	<div><div></div></div>	1
<input type="radio"/>	◇ Eerste bespreking door Eigen Kweek	<div><div></div></div>	1
<input type="radio"/>	◇ Dorpsbijeenkomsten	<div><div></div></div>	1
<input type="radio"/>	◇ de Leefbaarheidsmonitor Meierijstad	<div><div></div></div>	1
<input type="radio"/>	◇ de kracht van het AA dal	<div><div></div></div>	1
<input type="radio"/>	◇ Bottom-up filosofie	<div><div></div></div>	1
<input type="radio"/>	◇ banners	<div><div></div></div>	1
<input type="radio"/>	◇ banieren aan lantaarnpalen	<div><div></div></div>	1
<input type="radio"/>	◇ Magazines	<div><div></div></div>	1
<input type="radio"/>	◇ Altijd samen met bewoners	<div><div></div></div>	1

Figure 8 - Code group: How to approach the implementation of the initiative

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	◇ Ontmoeten	<div><div></div></div>	4
<input type="radio"/>	◇ Goede gemeenschap creëren	<div><div></div></div>	3
<input type="radio"/>	◇ Gemeenschapsvorming	<div><div></div></div>	3
<input type="radio"/>	◇ Participatie creëren	<div><div></div></div>	3
<input type="radio"/>	◇ Centrale ontmoetingsplek	<div><div></div></div>	3
<input type="radio"/>	◇ Participatie	<div><div></div></div>	3
<input type="radio"/>	◇ kostenbesparend	<div><div></div></div>	2
<input type="radio"/>	◇ Mensen verbinden	<div><div></div></div>	2
<input type="radio"/>	◇ Één locatie	<div><div></div></div>	2
<input type="radio"/>	◇ Samen	<div><div></div></div>	2
<input type="radio"/>	◇ Leefbaarheid veiligstellen	<div><div></div></div>	2
<input type="radio"/>	◇ Onvoorwaardelijk erbij horen	<div><div></div></div>	1
<input type="radio"/>	◇ Leefbaarheid vernieuwen	<div><div></div></div>	1
<input type="radio"/>	◇ Relaties door ontmoeten	<div><div></div></div>	1
<input type="radio"/>	◇ Relaties opbouwen	<div><div></div></div>	1
<input type="radio"/>	◇ Mogelijkheid tot nieuwe dingen	<div><div></div></div>	1
<input type="radio"/>	◇ Saamhorigheid	<div><div></div></div>	1
<input type="radio"/>	◇ Maatschappelijke functie	<div><div></div></div>	1
<input type="radio"/>	◇ Meerwaarde MFA	<div><div></div></div>	1
<input type="radio"/>	◇ Samen optrekken	<div><div></div></div>	1
<input type="radio"/>	◇ Ons-gevoel creëren	<div><div></div></div>	1
<input type="radio"/>	◇ Iedereen is welkom	<div><div></div></div>	1
<input type="radio"/>	◇ Verbinden van mensen	<div><div></div></div>	1
<input type="radio"/>	◇ Bereidheid tot gemeenschapsvorming	<div><div></div></div>	1
<input type="radio"/>	◇ Betrokkenheid	<div><div></div></div>	1
<input type="radio"/>	◇ Boost voor voorzieningen	<div><div></div></div>	1
<input type="radio"/>	◇ Centrale ontmoetingsplek beoogde doel	<div><div></div></div>	1
<input type="radio"/>	◇ community building	<div><div></div></div>	1
<input type="radio"/>	◇ Collectief welzijn	<div><div></div></div>	1
<input type="radio"/>	◇ Leefbaarheid vergroten	<div><div></div></div>	1
<input type="radio"/>	◇ Doekracht bewoners belangrijk	<div><div></div></div>	1
<input type="radio"/>	◇ Elkaar helpen	<div><div></div></div>	1
<input type="radio"/>	◇ Elkaar kennen levert veel op	<div><div></div></div>	1
<input type="radio"/>	◇ elkaar leren kennen	<div><div></div></div>	1
<input type="radio"/>	◇ Elkaars ruimte gebruiken	<div><div></div></div>	1
<input type="radio"/>	◇ Events organiseren via LV	<div><div></div></div>	1
<input type="radio"/>	◇ Gebruik voor meerdere activiteiten	<div><div></div></div>	1
<input type="radio"/>	◇ Door ontmoeting potentie tot nieuwe dingen	<div><div></div></div>	1
<input type="radio"/>	◇ Actief meedoen	<div><div></div></div>	1

Figure 9 - Code group: Goal of the initiative

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	◆ Beheren van je eigen omgeving	<div><div></div></div>	2
<input type="radio"/>	◆ Ruimte voor vragen en opmerkingen	<div><div></div></div>	2
<input type="radio"/>	◆ Saamhorigheid	<div><div></div></div>	1
<input type="radio"/>	◆ Relaties opbouwen	<div><div></div></div>	1
<input type="radio"/>	◆ Ons-gevoel creëren	<div><div></div></div>	1
<input type="radio"/>	◆ Inwoners hebben locaties besloten	<div><div></div></div>	1
<input type="radio"/>	◆ Interactieve teamsmeeting	<div><div></div></div>	1
<input type="radio"/>	◆ Iedereen is welkom	<div><div></div></div>	1
<input type="radio"/>	◆ Iedereen hoort er altijd bij	<div><div></div></div>	1
<input type="radio"/>	◆ Heft in eigen handen houden	<div><div></div></div>	1
<input type="radio"/>	◆ Elkaar helpen	<div><div></div></div>	1
<input type="radio"/>	◆ Doekracht bewoners belangrijk	<div><div></div></div>	1
<input type="radio"/>	◆ community building	<div><div></div></div>	1
<input type="radio"/>	◆ Bottom-up filosofie	<div><div></div></div>	1
<input type="radio"/>	◆ Schok onder de inwoners	<div><div></div></div>	1
<input type="radio"/>	◆ Relaties door ontmoeten	<div><div></div></div>	1
<input type="radio"/>	◆ Relatie met dorp begint vroeg	<div><div></div></div>	1
<input type="radio"/>	◆ Reageren op inspraakavonden	<div><div></div></div>	1
<input type="radio"/>	◆ Persoonlijke bijdrage	<div><div></div></div>	1
<input type="radio"/>	◆ Gezelligheid nodig	<div><div></div></div>	1
<input type="radio"/>	◆ Gezelligheid verhogen	<div><div></div></div>	1
<input type="radio"/>	◆ Gezelligheid	<div><div></div></div>	1
<input type="radio"/>	◆ Elkaar kennen levert veel op	<div><div></div></div>	1
<input type="radio"/>	◆ elkaar leren kennen	<div><div></div></div>	1
<input type="radio"/>	◆ Ambitieuze inwoners	<div><div></div></div>	1
<input type="radio"/>	◆ Actief meedoen	<div><div></div></div>	1
<input type="radio"/>	◆ Bereidheid tot gemeenschapsvorming	<div><div></div></div>	1
<input type="radio"/>	◆ vriendjes op school	<div><div></div></div>	1
<input type="radio"/>	◆ Vriendjes op verenigingen	<div><div></div></div>	1

Figure 10 - Code group: Person

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	◆ Centrale ontmoetingsplek	<div><div></div></div>	3
<input type="radio"/>	◆ dorpsbijeenkomst	<div><div></div></div>	2
<input type="radio"/>	◆ een kroeg	<div><div></div></div>	2
<input type="radio"/>	◆ Één locatie	<div><div></div></div>	2
<input type="radio"/>	◆ Basisschool belangrijk	<div><div></div></div>	1
<input type="radio"/>	◆ Dorpsbijeenkomsten	<div><div></div></div>	1
<input type="radio"/>	◆ een verenigingsleven	<div><div></div></div>	1
<input type="radio"/>	◆ zonnepark	<div><div></div></div>	1
<input type="radio"/>	◆ warmtenet	<div><div></div></div>	1
<input type="radio"/>	◆ Kerk als centrale sociale ontmoetingsplek	<div><div></div></div>	1
<input type="radio"/>	◆ het park	<div><div></div></div>	1
<input type="radio"/>	◆ dorps picknick	<div><div></div></div>	1
<input type="radio"/>	◆ Faciliteiten als basis	<div><div></div></div>	1
<input type="radio"/>	◆ Dubbele functie omnipark	<div><div></div></div>	1
<input type="radio"/>	◆ dé ontmoetingsplek van Erp	<div><div></div></div>	1
<input type="radio"/>	◆ Centrale ontmoetingsplek zorgt voor kansen	<div><div></div></div>	1
<input type="radio"/>	◆ Ingericht als park en beek zone	<div><div></div></div>	1
<input type="radio"/>	◆ duurzaamheidsmarkt	<div><div></div></div>	1

**Figure 11 - Code group: Place**

Codes in group:

	Name	Grounded	✓
<input type="radio"/>	Langenboomse app	<div><div></div></div>	2
<input type="radio"/>	Langenbooms abonnement~	<div><div></div></div>	2
<input type="radio"/>	Beheren van je eigen omgeving	<div><div></div></div>	2
<input type="radio"/>	Denkers en doeners verenigen	<div><div></div></div>	2
<input type="radio"/>	een website	<div><div></div></div>	2
<input type="radio"/>	Langenboomse Vereniging	<div><div></div></div>	2
<input type="radio"/>	Ruimte voor vragen en opmerkingen	<div><div></div></div>	2
<input type="radio"/>	Reageren op inspraakavonden	<div><div></div></div>	1
<input type="radio"/>	positieve resultaten boeken	<div><div></div></div>	1
<input type="radio"/>	Persoonlijke bijdrage	<div><div></div></div>	1
<input type="radio"/>	netwerk van de bezorging van carnavalskrant	<div><div></div></div>	1
<input type="radio"/>	Magazines	<div><div></div></div>	1
<input type="radio"/>	Lokale krant	<div><div></div></div>	1
<input type="radio"/>	Langenboomse Vereniging motor achter hulp	<div><div></div></div>	1
<input type="radio"/>	Kracht gemeenschap benutten	<div><div></div></div>	1
<input type="radio"/>	Idee vanuit bewoners	<div><div></div></div>	1
<input type="radio"/>	Initiatief als teken van leefbaar	<div><div></div></div>	1
<input type="radio"/>	Heft in eigen handen houden	<div><div></div></div>	1
<input type="radio"/>	Events organiseren via LV	<div><div></div></div>	1
<input type="radio"/>	flyer	<div><div></div></div>	1
<input type="radio"/>	email updates	<div><div></div></div>	1
<input type="radio"/>	Doekracht bewoners belangrijk	<div><div></div></div>	1
<input type="radio"/>	Speedboten Eigen Kweek	<div><div></div></div>	1
<input type="radio"/>	Betrokkenheid	<div><div></div></div>	1
<input type="radio"/>	inspraakavond	<div><div></div></div>	1
<input type="radio"/>	social media	<div><div></div></div>	1

Figure 12 - Code group: Process