



Strengthening of Quality of Life
through Improved Management of
Urban Rural Interaction

Local shop and services

The idea is to establish public service-centres in remote areas with a combination of different amenities like post-office, shops, agricultural services, café, tourist information etc in order to stabilize or reinstall a minimum of services in rural areas. The concept of local shops and services exists in other German regions – named e.g. “Dorfladen” or “MarktTreff”. The idea consists of shops providing basic supply and services in villages with 500 to 1,500 inhabitants, where no other offers exist

According to the local needs and to existing offers (factors you can build on), the content of the shop and service point can be modified:

- a) meeting and communication point for e.g. elderly people
- b) selling of groceries, if possible regional products (e.g. built on existing farm shops)
- c) service point (post, dry-cleaning)
- d) interaction with health services (mobile consultation, physiotherapy)
- e) coordination point for e.g. car pools
- f) administration services (consulting)
- g) service point for tourists: information, sale of tourist gifts
- h) existing guesthouse / roadhouse as a starting point for a local shop

Geographical scope

Promotion of the idea in Mecklenburg-Vorpommern and the Hamburg Metropolitan Region. A concept for one exemplary store within Ludwigslust County in a smaller village could be encouraged.





Strengthening of Quality of Life
through Improved Management of
Urban Rural Interaction

The main aim of the Pilot Action

Initially: To discuss the idea and clarify the useful preconditions to establish those service-centres; exchange experiences with existing models and – probably – help to find an exemplary location in the county of Ludwigslust. On a strategic level an aim is to discuss the role of retail and services for the sustainable development of rural areas, their attractiveness for inhabitants and tourists.

In the long term:

- provision of basic services and creation of a meeting point
- better accessibility of basic services for the citizens because of the concentration in one place
- increase the selling of regional products

Main problems and challenges tackled by the Pilot Action

- economic change in rural areas especially in small villages, with the effect of decreasing retail
- mobility problem due to insufficient public transport
- lack of social interaction / meeting points
- structural change in agriculture

Strategies tackled by the implementation of the Pilot Action

The planning strategy on the level of the county respectively planning region Western Mecklenburg that include development and supply of retail and services.

The land Mecklenburg-Western Pomerania is currently discussing a programme to support local stores. Within the demonstration project MORO Nord linked with the activities in NEW BRIDGES strategies for a better cooperation of rural and urban regions and for the improvement of regional product cycles have been developed. The pilot action could be a concrete example for the implementation of those strategies.



Strengthening of Quality of Life
through Improved Management of
Urban Rural Interaction

Expected outputs/results of the Pilot Action

Successful promotion of the idea via a conference.

Stakeholders in the municipalities, in the county and in Mecklenburg-Vorpommern have been sensitized for the idea.

If possible a first draft of an expertise concept has been developed by the working group, including:

- A concept how to initiate local stores
- including necessary partners as well as the organisational form
- and Ideas for financing models

The implementation could start if the partners are willing and if the financing is ready.