

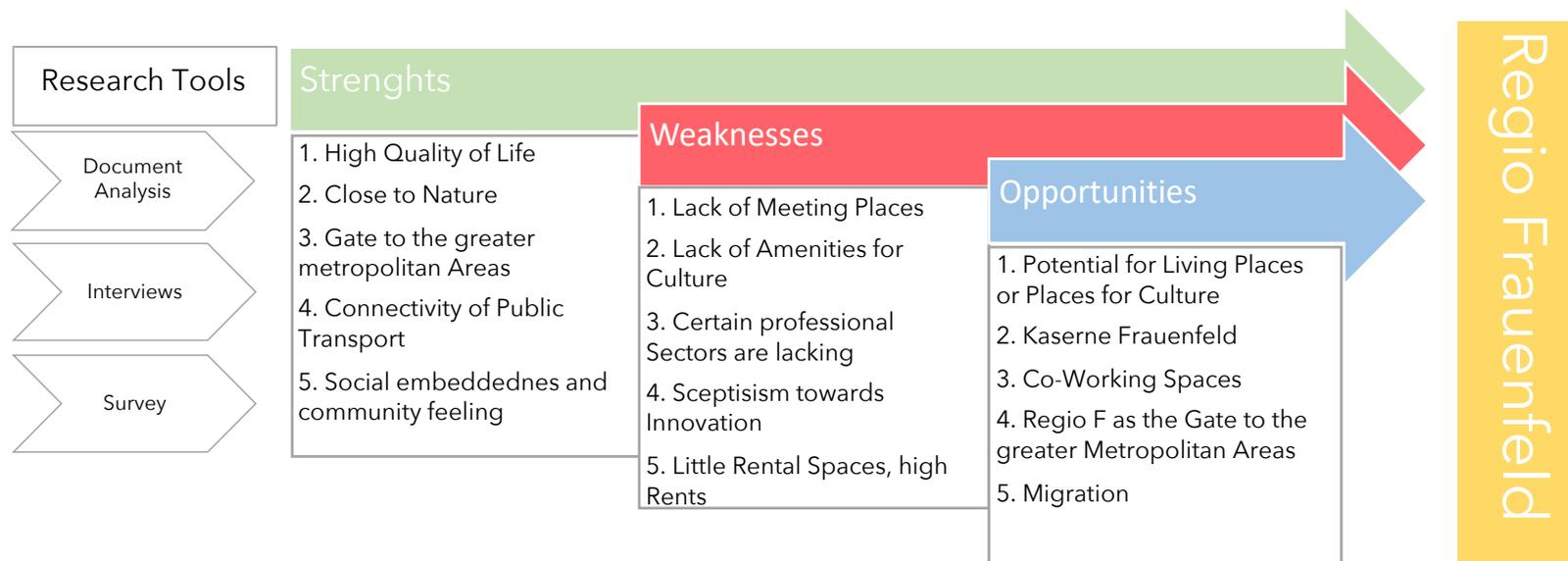
Amenities to
attract and
retain
young People in
the Regio
Frauenfeld

Content

1. Executive Summary	3
2. Document Analysis	4
3. Methodology	7
3.1 Interview	7
3.2 Survey	7
4. Key Findings	8
5. Strategic Objectives and Policy Recommendations	12
6. Annex	18
6.1 Interview Partners	18
6.2 Interview Guide	18
6.3 Survey	19

1. Executive Summary

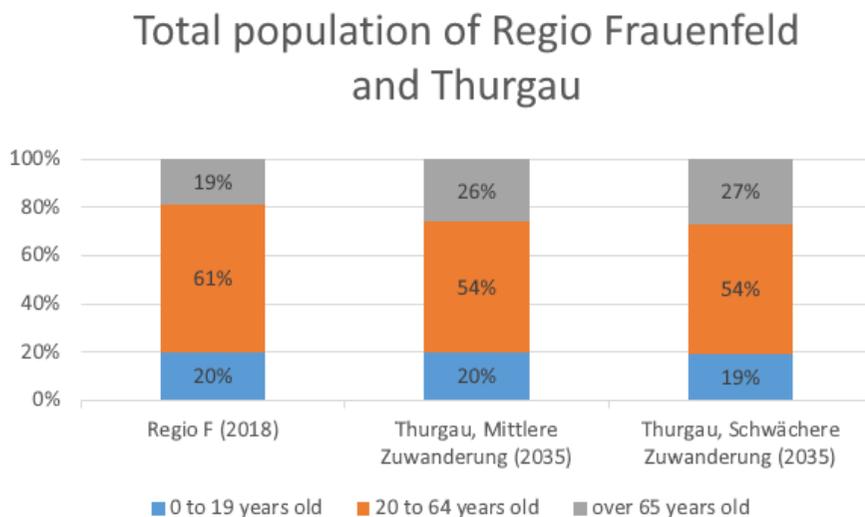
As part of the Spatial Consulting AG task "Amenities to attract and retain Young People", gaps in services for young people were identified through a literature review, a survey and interviews. The main findings are that the population misses meeting places, affordable housing, attractive jobs and cultural life.



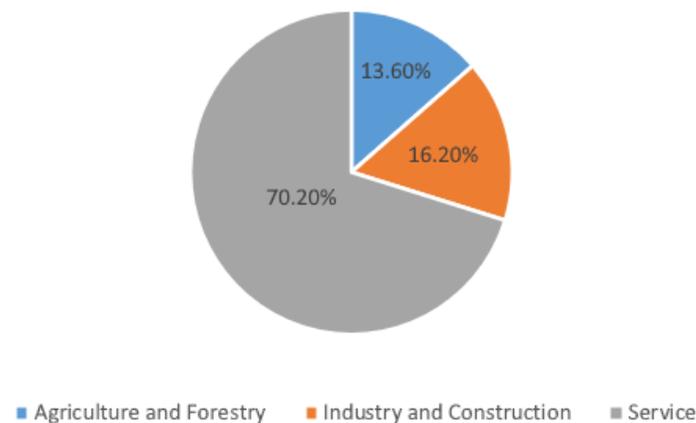
We have addressed these problems and turned them into target areas. The Stadtkaserne Frauenfeld plays a key role in this: it will be vacated by the military in 2023 and has great potential. It is a very centrally located area, which can be developed by the citizens and the government in the next few years for the city's needs-based uses and bring vibrant life to the heart of the Regio Frauenfeld. After the identification of strengths, weaknesses and opportunities within the Regio Frauenfeld, the Spatial Consulting AG decided to focus on four strategic objectives to achieve the strategy of attracting and retaining young people in the region. The targets are the enhancement of meet-up places for the populations, the development of new and attractive jobs, the creation of affordable housing and the general improvement of the quality of life in cultural terms. With the implementation of these targets, we are convinced that we can attract and retain young people in the Regio Frauenfeld.

2. Document Analysis

The Regio Frauenfeld is a union of 15 municipalities, with Frauenfeld being the largest (27.4 km²). In total the population of the Regio Frauenfeld counts 69.513 people (2020). The inhabitants aged 0 to 19 account for 19.9% (13.848 people), those aged 20 to 64 for 61.2% (42.530 people) and those over 64 years old for 18.9% (13.135 people) of the total population. As shown in the left graph, the local population will age more than 25% by 2035 and therefore faces the big problem of population ageing.



Total companies of Regio Frauenfeld (2018)



The public means of transport are relatively convenient in the larger and more densely inhabited municipalities of the Regio Frauenfeld. People can reach St. Gallen, Zurich, Konstanz, Winterthur, Schaffhausen within half an hour by train or car. Currently, the government is actively advancing the street reconstruction plan in the central area of Frauenfeld to better transform the city's space and traffic accessibility. However, the smaller and peripheral municipalities have a scarcer public transport service by bus and no or weak train connections. Moreover, the local government's efforts to rebuild the streets in the surrounding areas have significantly decreased. As shown in the right, the local companies of Regio Frauenfeld are mainly distributed in the service and industry, which is close to the distribution of companies in Switzerland as a whole (2018).

Existing amenities to attract young people (18-35 years old) in the Regio Frauenfeld:



1. Co-working environment for youth:

- A) Open space, cost saving;
- B) Work flexibility, facilitate communication and networking.
- C) More suitable for freelancers and small start-ups companies.
- D) The current demand and frequency of use are lower than those in large cities.



2. Entertainment Environment: Museums, castles, Kartause Ittingen, cinemas, zoo and once a year the Openair Frauenfeld

Existing Pull-Factors of the Regio Frauenfeld



1. High quality of life: Regio Frauenfeld is embedded in a picturesque landscape and has in general a high quality of life.



2. Good geographical location: Regio Frauenfeld is close to the greater economic zones of Zurich, St. Gallen and Winterthur, and adjacent to southern Germany. Within short distance, the advantages of the bigger cities can be accessed.



3. Cheaper taxes for companies than other places: Regio Frauenfeld can provide youth's companies with relatively cheap taxes. corporate income tax of companies in Regio Frauenfeld is 6% lower than in Zurich and 15% lower than in Germany. In other words, youth who start companies can save money.



4. Demand for youth: Regio Frauenfeld's industry currently focuses more on medical care and metal processing, which can provide youth with jobs. If youth need technical support, many well-known universities in neighbourhood can be reached out to. Based on this, youth can make contribution to the development of Regio Frauenfeld.

Potential Problems in the Future

1. The **ageing population** in the Regio Frauenfeld may become a bigger challenge; by 2040, the population beyond 60 years of age is estimated to decrease and reach 25% of the total population.
2. **Unequal development** within the Regio and imperfect construction of infrastructure in peripheral areas (such as transportation, rental space, cultural measures).
3. The economic structure is showing **low innovation** and the local area lacks higher education resources and job opportunities in certain sectors.



3. Methodology

2.1 Interview

After a Kick-Off meeting with the managing director of the Regio Frauenfeld, the spatial Consulting AG conducted five interviews between May 18th and May 26th in order to gain an insight into different perspectives. Name, occupation and further information about the interviews are reported in Annex 1.

The questions are listed in Annex 2; since the interviews were planned as semi-structured those questions are intended to be primarily a guideline. In fact, more or fewer questions were made depending on the development of the talk.

2.2 Survey

The Spatial Consulting AG created a survey with more than 20 questions as part of the research project. A mixed questioning method was used for the survey with yes-or-no answer options, priority, open as well as Likert-scale questions. The primary goal of the survey was to gain insight into the possible and existing amenities to attract and retain young people in the Regio Frauenfeld. We obtained useful information and gained important knowledge about the local situation and its context.

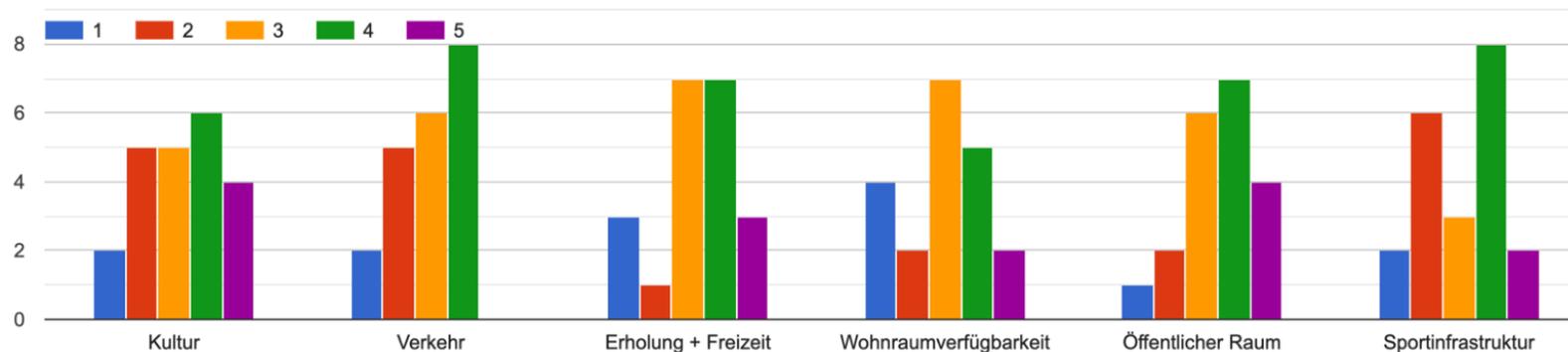
The survey focused primarily on the housing situation, proximity to the center, access to nature, public space, cultural offerings and the topics of recreation and leisure as well as transportation and infrastructure.

The document analysis and the interviews were analyzed in connection with the survey results. This resulted in an in-depth understanding of the local situation with its strengths, weaknesses and opportunities. Thus, these strengths and weaknesses could be prioritized again and finally potentials and possibilities for improvement could be synthesized from them. The results of interviews and survey are addressed in the following section.

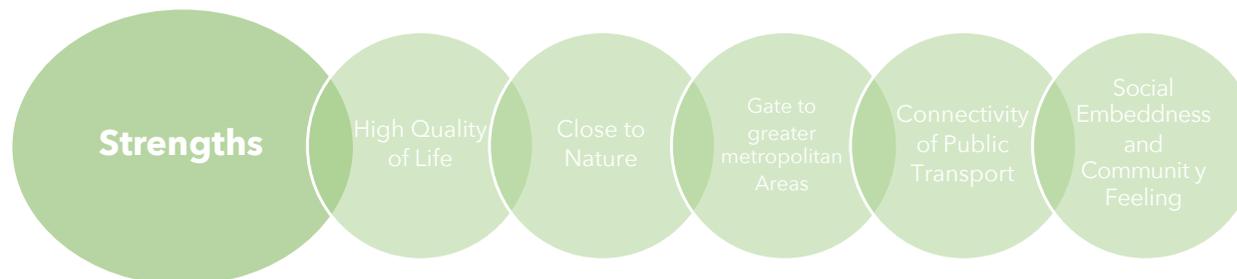
4. Key Findings

Identifying the interests of local young people, or issues in the community around young people is a key part.

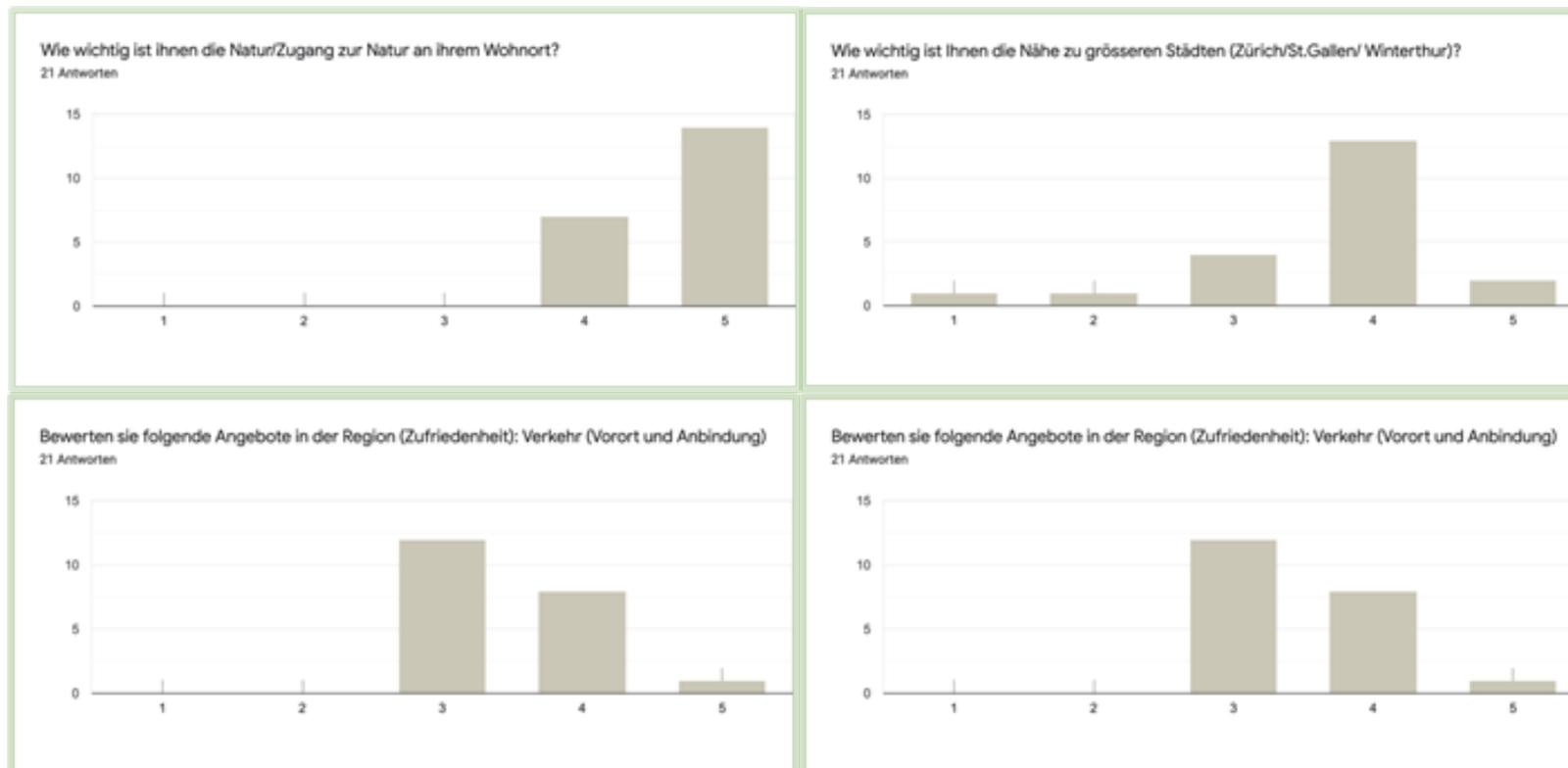
Wie wichtig sind diese Bereiche für Sie persönlich? (Ordnen sie nach Wichtigkeit 1-5)

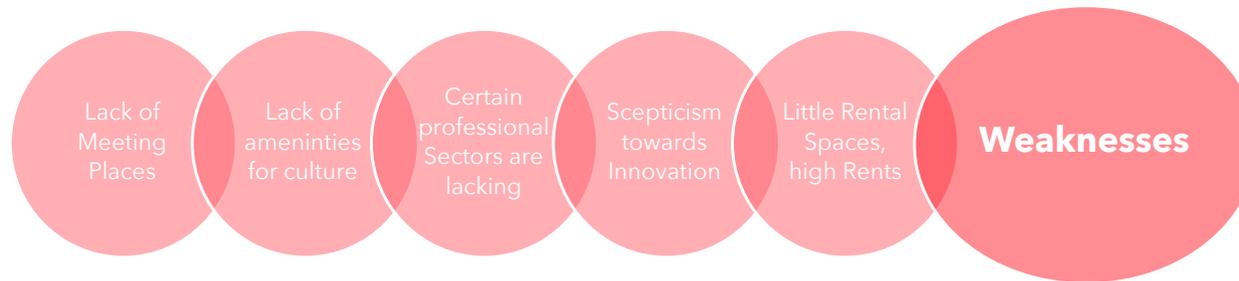


In the framework of this analysis we found from the three research tools consistent and congruent information about the Regio Frauenfeld. In the following table the **strengths**, **weaknesses** and main **opportunities** are according to our findings displayed.



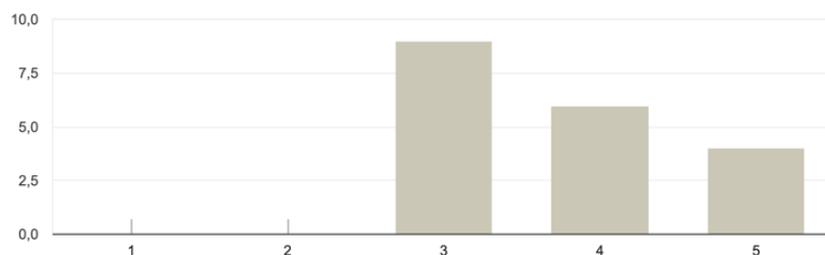
In general, the **quality of life** as well as the **attractive location close to the the major centres** of Zurich, St. Gallen, as well as Winterthur and Constance is perceived very positively, both in the interviews and in the survey. On the one hand, the Regio Frauenfeld has a rural character, is not too large, but still has the city of Frauenfeld as its center. However, the most frequently mentioned keyword was still the **access to nature**. Many green spaces, such as the Thur river offer opportunities for outdoor activities, regeneration and recreation right on the doorstep. Furthermore, public transport was addressed. In this regard, the **connections to the larger metropolitan** areas were praised in particular. However, the survey showed that satisfaction in the transport sector as a whole (including private transport) is not as high as expected. Furthermore, the Regio Frauenfeld is valued for its **social embeddedness**. The surveys showed that people are basically well networked, and that the region has a **good sense of community** in general. The following charts show the most important key data.



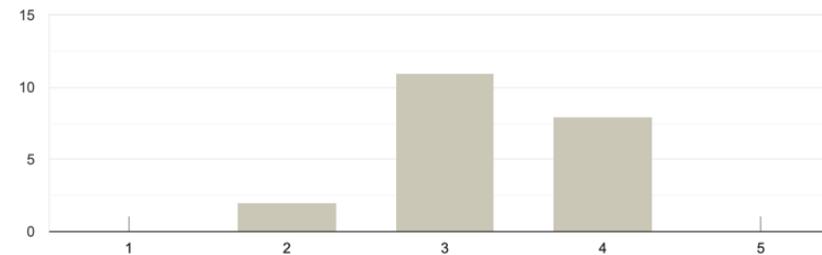


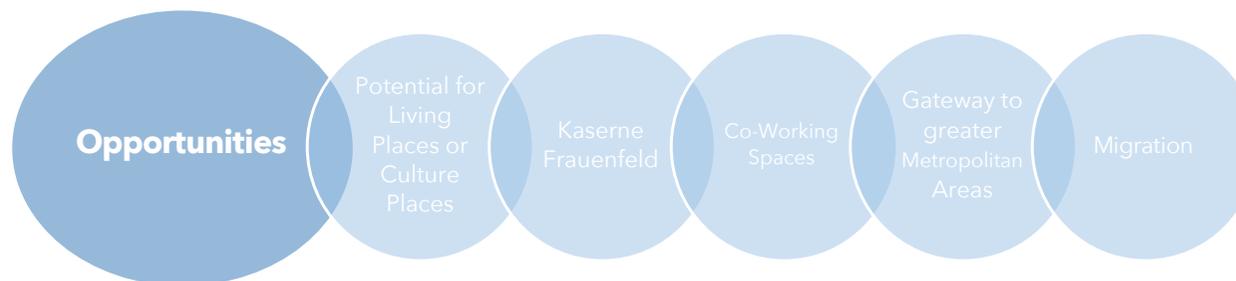
As far as the weaknesses are concerned, the analysis has shown that the Regio Frauenfeld has a **lack of meeting places** and **places for cultural events**, which allow people of all ages to come together and enliven the heart of the Regio Frauenfeld. Furthermore, it was occasionally pointed out that certain **employment sectors** are only very sparsely represented and that there are no tertiary education opportunities. This and the lack of an entrepreneurial mentality in the Regio Frauenfeld also lead to a certain **scepticism towards innovation**. In addition, the **high rents** and the **low proportion of rented housing** are another reason why young people are moving out of the region.

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Wohnraumangebot
19 Antworten



Bewerten sie folgende Angebote in der Region (Zufriedenheit): Kultur (Events, Veranstaltungen)
21 Antworten

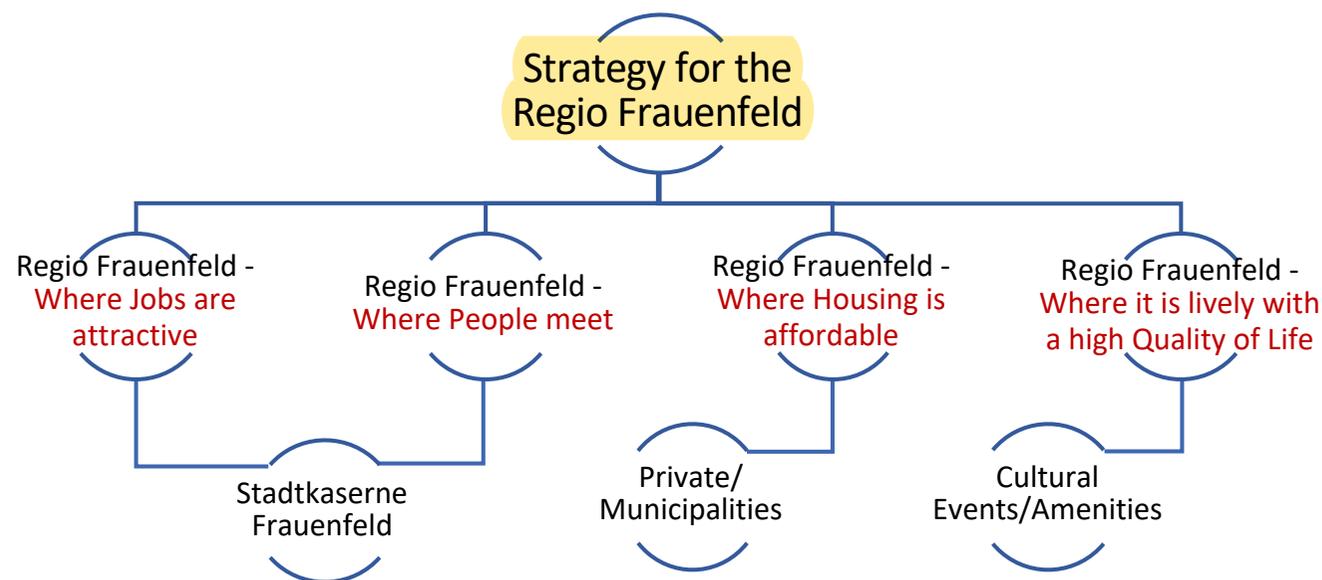




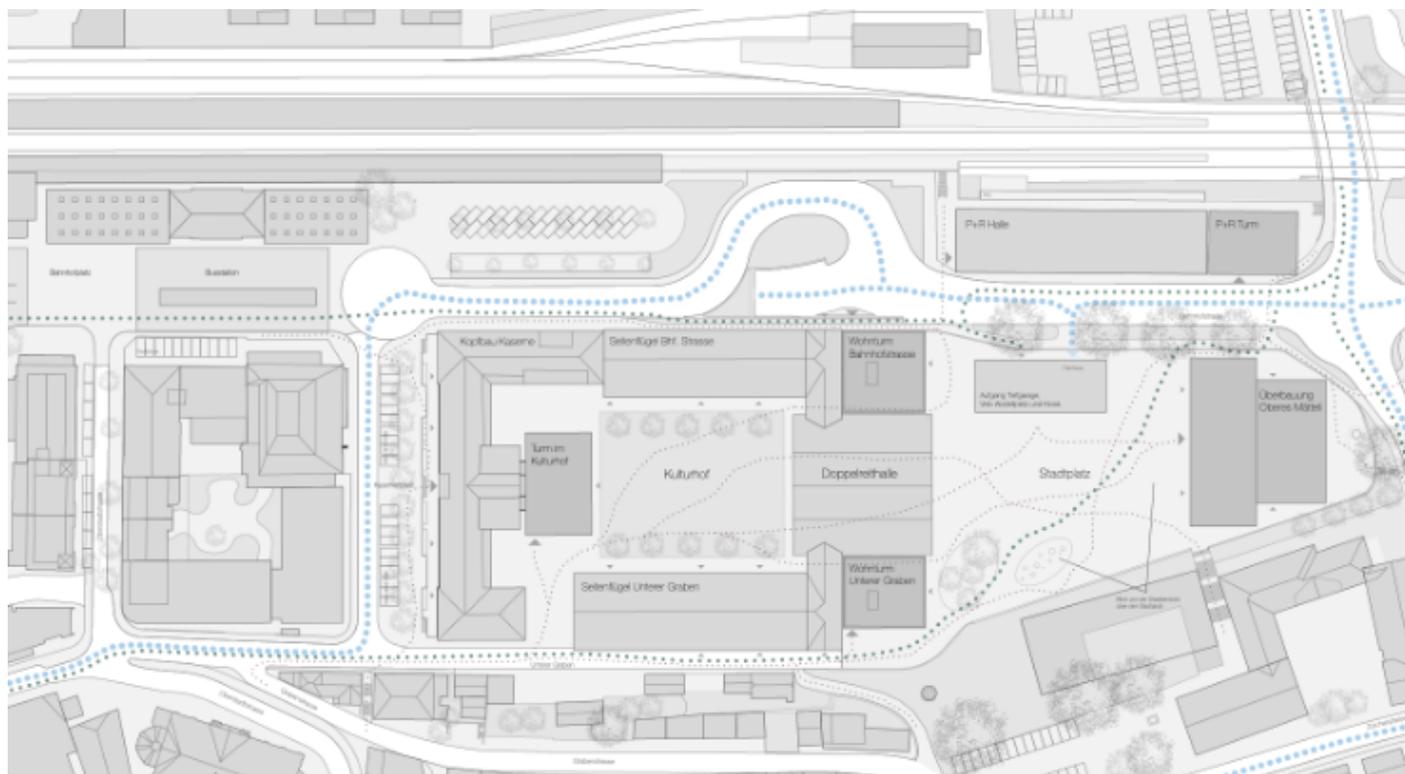
In view of the interviews and the survey results, we see great **potential** above all in the areas of **housing and rental opportunities**, as well as in the **cultural offerings**, where the implementation possibilities and incentives need to be given more attention. The eight well-used **co-working spaces** in the **catchment area of the strong economic area of Zurich** are considered to contribute to a more innovative climate and the establishment of attractive jobs. In the analysis, the **cultural aspect** in particular stood out; for example, the survey impressively demonstrated the high value placed on cultural offerings. We have therefore decided to focus specifically on this in the potential, in particular on the amenity of the **Stadtkaserne Frauenfeld**.

5. Strategic Objectives and Policy Recommendations

With our strategy we want to address above all young people, aged 18-35 years. They are the future community builders, business owners, public servants, and families. Above all the previously identified weaknesses and opportunities of the Regio Frauenfeld serve as starting points for the following formulation of the objectives. Therefore, we aim to improve the weaknesses and seize the opportunities. In order to bring the vision into life four main strategic objectives were formulated (in the graph shown in red).

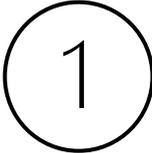
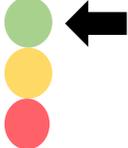


The strategic objective **“Regio Frauenfeld – Where People meet”** is to move the Regio Frauenfeld in the direction of a lively cultural hub where the old, but above all the young, like to meet. New meeting zones can be set up for this purpose. In 2023, the very centrally located Stadtkaserne in the city of Frauenfeld will be vacated by the military. This space offers a broad range of possibilities and is of importance to our strategy of the Regio Frauenfeld. Coffees, bars and restaurants can set up in both indoor and outdoor spaces of the Stadtkaserne and invite the people to linger. In addition, rooms can also be rented for larger celebrations.



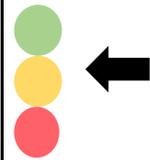
Stadtkaserne Frauenfeld

Therefore, the Stadtkaserne provides the potential for the people to meet all over the year. In order to draw attention to the project, traditional media as well as social media channels can be used to promote it early on. The opening ceremony should also involve the local community and schools of every municipality in the Regio Frauenfeld contributing a small stall or project in order to further strengthen the sense of belonging and display that the Regio is the sum of all its communities. A competition can also be used to develop a logo for Regio Frauenfeld that draws attention to cultural events and provides information about the existing leisure opportunities. People being involved in the creation process will identify themselves with the project even more.

Priority	How to Implement?	Actors involved	How to Measure the Achievement?	Feasibility of the Objective
	<ul style="list-style-type: none"> • Develop the Stadtkaserne • Set up new Meeting Zones (Coffees, Bars, Restaurants) 	<ul style="list-style-type: none"> • Population (all Age Groups) of the Regio Frauenfeld • Municipalities • Schools 	<ol style="list-style-type: none"> 1. Conduct Interviews in the population during the phase of implementation 2. How many people are taking part in the Opening Event of the Stadtkaserne: Monitoring of Interest 3. Followers via Social Media Channels 	



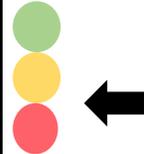
The objective “**Regio Frauenfeld – Where Jobs are attractive**” aims to improve the job diversity in the Regio. Therefore, the Stadtkaserne can also play its part: thanks to the good connectivity, office space, relatively low rents and functional equipment, the area is attractive for the relocation of smaller companies, artists' studios, co-working spaces and start-ups. The companies can also promote each other through close exchange and spillover effects. The opportunity of this amenity in particular may even motivate residents to become entrepreneurs themselves, which can also be in form of a hotel. A new place of innovation is emerging – where jobs are definitely attractive for young people.

Priority	How to Implement?	Actors involved	How to Measure the Achievement?	Feasibility of the Objective
2	<ul style="list-style-type: none"> Develop Offices, Ateliers and Co-Working Spaces in the Stadtkaserne 	<ul style="list-style-type: none"> (Future) Entrepreneurs of the Regio Frauenfeld Municipalities 	<ol style="list-style-type: none"> Applications for Projects and Office Space Followers via Social Media Channels 	



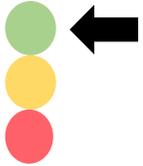
The third objective is “**Regio Frauenfeld – Where Housing is affordable**”. The housing market in the Regio Frauenfeld is mainly dominated by single-family houses and condominiums. Rental options and cheap or small apartments are sparse. To attract young people, they must also be given an opportunity to stay. With multi-family houses or flats managed by the municipalities or by willing privates, rents can be lowered. However, this also requires the consent of the various municipalities.

With their acceptance, a part of the flats can also be rented to young people with a small budget.

Priority	How to Implement?	Actors involved	How to Measure the Achievement?	Feasibility of the Objective
3	<ul style="list-style-type: none"> Lower the Rents 	1. Municipalities 2. Property Owners	1. Number of suitable Apartments in every Municipality in the Regio 2. Number of Multi-Family-Flats in every Municipality in the Regio	



With the fourth objective “**Regio Frauenfeld – Where it is lively with a high Quality of Life**” an appealing range of leisure activities is to be implemented. From flea markets once a month and street food festivals to summer holiday activities for young people and open-air cinemas - the programme in the Regio Frauenfeld should offer something exciting for every age group, not only in the Stadtkaserne. With this goal, we want to breathe cultural life into the region and offer another platform for people to meet. The quality of life should thus be further enhanced.

Priority	How to Implement?	Actors involved	How to Measure the Achievement?	Feasibility of the Objective
	<ul style="list-style-type: none"> Implement Leisure Activities for every Age Group 	<ol style="list-style-type: none"> Population of the Regio Frauenfeld Municipalities 	<ol style="list-style-type: none"> Followers via Social Media Channels Participants/ Tickets Sold 	

6. Annex

6.1 Interview Partners

Name of Interviewee	Occupation	Where was the interview conducted?	Date
Judith Janker	Managing Director of Regio Frauenfeld	Zoom	28.04.2021
Heike Mayer	Prof. Dr. in Economic Geography	Mail	18.05.2021
Benjamin Gentsch	Community President of Neunforn	Zoom	19.05.2021
Walter Hugentobler	Community President of Matzingen	Zoom	19.05.2021
Anders Stokholm	City President of Frauenfeld	Zoom	21.05.2021
Fründeskreis-Team	Fründeskreis-Flunder	Mail	26.05.2021

6.2 Interview Guide

1. What are the strengths of the Regio Frauenfeld ? How would you advertise the Regio Frauenfeld?
2. What are the weaknesses of the Regio Frauenfeld?
3. Do you have contact with young people? Do you know what their concerns are? What is missing/what is good?
4. Do you know why many young people move away? What do you think can be done about it?
5. Where do you see the potential of the Regio Frauenfeld? What do you think is missing?

6. What is your best solution for the Regio Frauenfeld?
7. Do you think the best solution finds acceptance in the population of the Regio Frauenfeld? How could it be increased?
8. Do you think social/innovation hubs find acceptance in the Regio Frauenfeld?
9. Do you see the Covid-Crisis as an opportunity for the Regio Frauenfeld?

6.3 Survey

Umfrage Regio Frauenfeld

- Beantworten Sie die Fragen wenn möglich "Corona unabhängig"
- Füllen Sie bitte den Fragebogen wahrheitsgetreu aus
- Ihre Daten werden ANONYM bearbeitet
- Wir sind dankbar um jede Antwort - Sie können aber auch Fragen auslassen/überspringen

Geschlecht

Männlich

Weiblich

Anders

Alter

10-16

16-20

20-30

30-40

40+

Wohnort

Meine Antwort: _____

Haben Sie Kinder?

Nein

Ja

Wie wichtig ist Ihnen die Natur/Zugang zur Natur an ihrem Wohnort?

1 2 3 4 5

überhaupt nicht wichtig sehr wichtig

Wie wichtig ist Ihnen die Nähe zu grösseren Städten (Zürich/St.Gallen/Winterthur)?

1 2 3 4 5

überhaupt nicht wichtig sehr wichtig

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Kultur (Events, Veranstaltungen)

1 2 3 4 5

negativ positiv

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Verkehr (Vorort und Anbindung)

1 2 3 4 5

negativ positiv

Wie wichtig sind diese Bereiche für Sie persönlich? (Ordnen sie nach Wichtigkeit 1-5)

	1	2	3	4	5
Kultur	<input type="checkbox"/>				
Verkehr	<input type="checkbox"/>				
Erholung + Freizeit	<input type="checkbox"/>				
Wohnraumverfügbarkeit	<input type="checkbox"/>				
Öffentlicher Raum	<input type="checkbox"/>				
Sportinfrastruktur	<input type="checkbox"/>				

Für Eltern: Verfügt die Region über ausreichend kinderfreundliche Gegebenheiten (bspw.: Kitaplätze, Spielplätze, Horte, Sportangebot für Kleinkinder)?

Meine Antwort: _____

Welche Bedürfnisse können an ihrem jetzigen Wohnort nicht ausreichend befriedigt werden?

Meine Antwort: _____

Ist ihr Arbeitsort in der Region Frauenfeld?

Ja
 Nein

Was macht die Region Frauenfeld für Sie attraktiv?

Meine Antwort _____

Planen Sie längerfristig in der Region zu wohnen?

Meine Antwort _____

Für Studierende/ Lehrlinge: Planen Sie nach ihrer Ausbildung (ausserhalb) in die Region zurückzukehren? Weshalb?

Meine Antwort _____

Sind Sie in einem Verein (Sport, Politik, Pfadi, o. ä.) in der Region Frauenfeld? Wenn ja welche?

Meine Antwort _____

Was gefällt ihnen in der Region besonders?

Meine Antwort _____

Bewerten sie folgende Angebot in der Region (Zufriedenheit): Erholung+ Freizeit (Wanderwege, Velorouten, Sehenswürdigkeiten)

negativ 1 2 3 4 5 positiv

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Wohnraumangebot

negativ 1 2 3 4 5 positiv

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Öffentlicher Raum (Spielplätze, Dorfplätze, Badis, Bahnhöfe, Zoo) Indoor und Outdoor

negativ 1 2 3 4 5 positiv

Bewerten sie folgende Angebote in der Region (Zufriedenheit): Sportinfrastruktur

negativ 1 2 3 4 5 positiv

Haben Sie sich bewusst für diesen Wohnort entschieden oder aufgrund von Ihrem Job? (beides?)

Job unabhängig
 Job
 Sonstiges: _____

Fühlen Sie sich in der Region gut integriert?

nicht integriert 1 2 3 4 5 sehr gut integriert

Haben Sie mehr als 10 Personen in Ihrem Umfeld die ebenfalls in der Region wohnhaft sind?

Ja
 Nein

Gibt es ausreichend Möglichkeiten neue Leute kennen zu lernen in der Region?

Ja
 Nein

Sonstige Kommentare/ Bemerkungen:

Meine Antwort _____