

Bauska County Development Program 2012-2018

Bauska County Development Program is a medium-term planning document for the period of 2012-2018, which determines long and medium-term priorities, directions of activity and tasks, implementing authorities and financial resources for achieving the strategic goals for the county's development. The Development Program constitutes the basis for targeted planning of the activities and investments of the Bauska County Council.

The Development Program has been elaborated on the basis of Section 14(2)(1) of the Law On Municipalities of the Republic of Latvia, Section 6(4) of the Development Planning System Law and Section 13 of the Regional Development Law and pursuant to the "Methodological Recommendations for Elaboration of Development Programs at Regional and Local Level" issued by the Ministry of Regional Development and Local Governments of the Republic of Latvia, and the Cabinet of Ministers Regulations No. 970 of 25 August 2009 "Procedure of Public Participation in Development Planning Process".

The Bauska County Development Program has been elaborated in compliance with an integrated approach to development planning that envisions a coordinated spatial, thematic and time dimensions ensuring the harmonisation of interests of all administration levels (national, regional, local) and interested parties (population, entrepreneurs, non-governmental organisations, etc.). The financial plan included in the Development Program has been elaborated in accordance with the goals and priorities to be achieved.

Location of Bauska County in the Map of Latvia

Pursuant to the Law on Administrative Territories and Populated Areas, the Bauska County consists of the following territorial units - Bauska Town, Brunava Parish, Ceraukste Parish, Code Parish, Dāviņi Parish, Gailīši Parish, Īslīce Parish, Mežotne Parish and Vecsaule Parish.

Long-term Strategic Objectives

Specialisation of the Municipality

The main field of entrepreneurship in the Bauska County is **agriculture**. In total, 5,790 farms are involved in agricultural activities. Agricultural land covers 80.4% of the entire territory of the Bauska County, and the county has a considerable proportion of high-quality agricultural land with fertility exceeding 50 and 60 points. In the county, 95% of the agricultural land (AL) are used for agriculture, compared to the average rate of Latvia of only 84%. The most significant directions of producing agricultural products include cultivation plants: cultivation of grain, potatoes and vegetables.

Also processing of agricultural products and food industry are well-developed. E.g., the company "Bauskas alus" is well-known not only as a brewery, but also as a producer of the non-alcoholic malt beverages "Veselība" and "Porteris". Aviculture company Lielzeltiņi Ltd. provides approx. 30% of the poultry meat produced in Latvia and approx. 65% of the production are sold in a cut form. Kronis Ltd. is a fruit and vegetable processing company whose quality production has been recognized with the award of the Zaļā karotīte status. The main products of this company include fruit, berry and vegetable preserves, cranberries in powdered sugar and juices.

The Bauska County has significant **tourism resources**, including a castle, museums, sightseeing sites, rivers, unpolluted nature, etc. Such conditions allow for the development of cultural historic tourism and active and nature tourism. The county has five operating museums, different cultural historic monuments and objects, including Mežotne Palace (Mežotne Parish), Brukna Manor (Dāviņi Parish), Bauska Lutheran Church of St. Spirit, Bauska Town Hall, etc. Also the Old Town of Bauska is an important tourism attraction point.

Three nature trails are being offered to tourists. There is also an opportunity to learn about different trades and have a gourmet tour “Enjoy in Bauska” (*Baudi Bauskā*). Followers of active recreation may enjoy fishing, horse riding and trips with boats, catamarans and bicycles. In general, the tourism activity in Bauska County involves over 80 different tourism service providers.

Moreover, the Bauska County is located in the area of Riga agglomeration influence, because Riga is much easier to be reached than the established regional centre, i.e. Jelgava. *Via Baltica* – national motorway A7 Riga – Bauska – Border of Lithuania – ensures flows of people and transport (also cargos) in the directions of both Riga and Lithuania.

The geographical location of the county is beneficial for entrepreneurship, since the county is crossed by the *Via Baltica* motorway and it is included in the network of trans-European motorways. It also has a connection with the international and inter-city traffic direction Russia – Daugavpils – Aizkraukle – Bauska – Eleja, Dobeles, Liepāja. The location of Bauska in the traffic junction provides for an opportunity to develop the Bauska Industrial and Logistics Park (*Bauskas Industriālais un loģistikas parks*) with the construction of a connection from the Park to the international motorway *Via Baltica*.

In accordance with an assessment of the county’s resources and values, the specialisation of the county is:

- Agriculture and processing;
- Tourism and associated services;
- Transportation and logistics.

Counties around the Bauska County (Rundāle County, Iecava County, Vecumnieki County) and local municipalities of Lithuania have defined tourism and active recreation as one of their development directions.

Agriculture is a prospective development field of the entire Zemgale Planning Region (ZPR) and a specialisation of the counties around the Bauska County, and therefore the specialisation of Bauska County, i.e. agriculture and processing, successfully fits into the profile of the regional economics.

Transportation and logistics (incl. the Industrial Park) as the specialisation of Bauska County fits into the objectives of ZPR entrepreneurship development and does not contradict the entrepreneurship development fields of the surrounding territories due to the location of the county at *Via Baltica*, the existing and planned infrastructure in the county, and border factor and transport flow.

Future Vision and Long-term Priority

Future vision: the **Bauska County – a rich county in the centre of Zemgale which is an attractive place for people to live and work.**

In the county, the population wants and is able to live due to availability of all necessary services of high quality, ensured clean natural environment and facilitated social and technical infrastructure. The

population can work in the county because of the developing entrepreneurship, available jobs and improving accessibility of the county and the Bauska Town.

The development vision of the county is aimed at not only maintaining, but also developing the resources of the county, which would help turning the county into a wealthy territory of Latvia, rich with producing agricultural and processing companies, competent and economically active people who choose to live and work in the Bauska County because of its attractive and safe living environment.

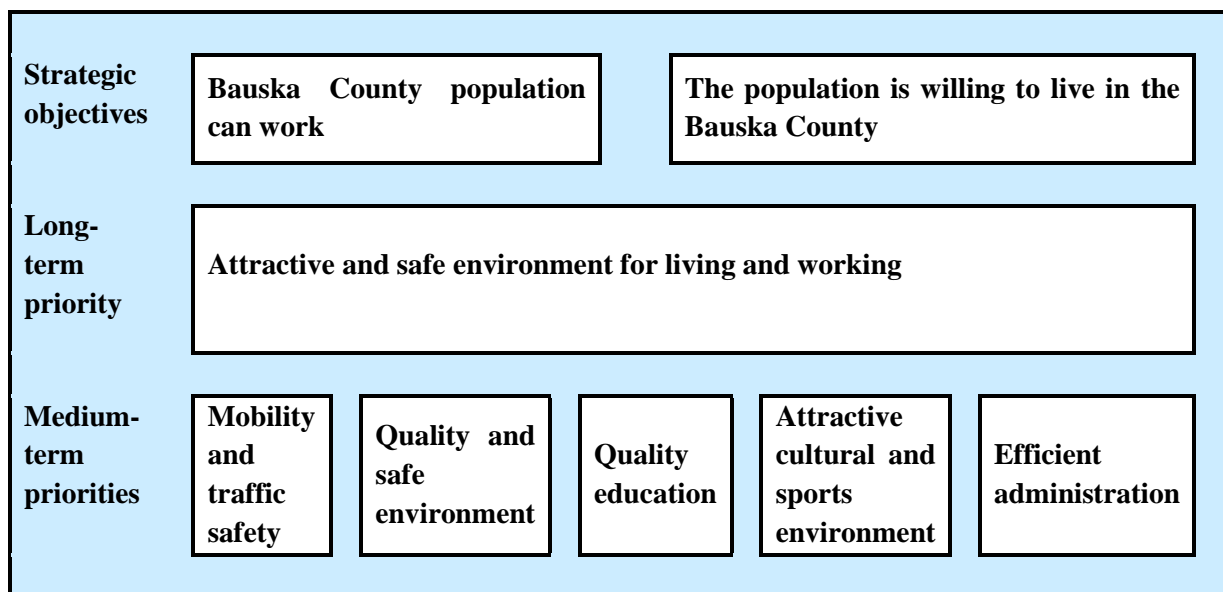
The long-term priority of the county is to ensure an **attractive and safe environment for living and working**. The priority is focused on the organisation and development of the living environment and the development of entrepreneurship by ensuring that the natural environment is preserved and sustained.

For the people to be willing to live and work in the Bauska County, they must be sure that they and their children will have a quality environment for living, employment opportunities, that entrepreneurship will develop and that there will be attractive recreation opportunities and safe environment for families.

To achieve the strategic goals, i.e. that the “Bauska County population can work” and that “the population is willing to live in the Bauska County”, and to advance the implementation of the long-term priority, i.e. “attractive and safe environment for living and working”, five medium-term priorities have been put forward:

- Mobility and traffic safety;
- Quality and safe environment;
- Quality education;
- Attractive cultural and sports environment;
- Efficient administration.

Strategic Framework of the Bauska County Development Program



Basic Directions and Functional Links of the Bauska County Development

The basic direction of the county's development are the development of entrepreneurship – agriculture and processing of production, tourism and its associated services, development of logistics services with development of transport infrastructure.

The basic directions of the county's development conform to the development objectives of the Zemgale Planning Region and define the position of the county in the Zemgale Region, Latvia and the Baltic States.

Positioning of the Bauska County

The Bauska County in the Zemgale Region	The Bauska County in Latvia	Bauska County in the Baltic States
Centre of logistics services with a well-developed transportation infrastructure.	Granary – production and processing of agriculture products. Bauska – development centre of regional importance.	The county is recognised for the cultural historic and recreational tourism opportunities it offers, including cross-border routes between Latvia and Lithuania.

Establishment and development of entrepreneurship support infrastructure is aimed at the development of the county's specialisation, by advancing the development of agriculture, tourism and logistics in the county. The development of the Bauska County has been planned considering it to be an entrepreneurship development centre together with Jelgava as a scientific research development centre and Riga as an innovation development centre, which would create the preconditions for the development of entrepreneurship in the Zemgale Region.

Bauska's industrial park is a suitable place for the development of production and logistics companies and for the advancement of the development of entrepreneurship. Processing of agricultural production in the Bauska County could have a special role in the region, where the raw materials would be produced by the agricultural companies of the region. It would be a significant investment into the general development of the region, since agriculture is the basic sector of the Zemgale Planning Region due to the large proportion of agricultural land and their high fertility. Bauska County has one of the largest Baltic poultry meat production and processing companies LLC Lielzeltiņi which mainly supplies to the local market, and the fruit and vegetable processing company LLC Kronis.

In the field of production and agriculture, the specialisation of the Bauska County will supplement Dobeles and Jelgava as the centre of food industry with no mutual competition and with developing an extensive range of production fields within the region. Taking into account the specialisation of the Bauska County and the basic directions of the Zemgale Region general development, future creation of stable functional links with Jelgava will be important in the field of innovation and entrepreneurship advancement and creation of coordinated education system. More extensive cooperation has been planned with the Rundāle County in the development of Saulaine Vocational School according to the specialisation of the counties, i.e. agriculture and tourism.

Bauska Town is the administrative centre of the former Bauska District, and it a location of various State institutions and their departments which ensure the availability of public services for the

population of the former district. This is the reason why **the Bauska County has a centripetal force of attracting the population of surrounding counties to receive various services**. A part of residents of Rundāle, Iecava and Vecumnieki counties use the services of State institutions and commercial institutions, i.e. banking and insurance institutions, as well as the services of LLC Bauskas slimnīca in Bauska Town. The functional links with Vecumnieki County are weaker due to the quality of roads and accessibility of the capital city, since travelling to Riga is easier than travelling to Bauska. Moreover, the services of the Construction Board are provided to Rundāle, Iecava and Vecumnieki counties in accordance with the Delegation Agreement, whereas, in the framework of the Cooperation Agreement, the municipalities of Rundāle, Iecava and Vecumnieki counties receive services in the fields of education, sports, tourism, libraries, culture and information technologies.

Inclusion of the Bauska County in Riga agglomeration ensures centripetal force towards Riga, which provides good jobs and various services. Labour migration to Riga is advanced by the good road and public transportation infrastructure, but the residents of the neighbouring counties are commuting to Bauska for work.

The functional links with the neighbouring counties are being created in the culture tourism field since the Bauska Palace and the Mežotne Palace are offered to tourists together with the Rundāle Palace both at a national and international level. It is envisaged to continue the implementation of the tourism conception Three Roses of Zemgale (*Trīs Zemgales rozes*) by differentiating tourism products and ensuring their availability also to cycling tourists and families with children.

Of particular importance is the **collaboration with Lithuanian municipalities** since the Bauska County has a 54 km long border with Panevezys and Pakruojis districts of Lithuania, i.e. Brunava Parish – 26 km, Gailiši Parish – 12 km and Īslīce Parish – 16 km. The border territories create a mutual interaction with the residents of Lithuania visiting Bauska and the residents of the Bauska County visiting Panevezys and other Lithuanian towns to shop and involve in recreational activities.

Rural territories of the county require cooperation with the municipalities of Lithuanian border towns Birzai, Zagare, Pasvalys and regional towns Pakruojis and Siauliai.

Medium-term Strategic Objectives, Priorities and Results to be Achieved

The priorities of the Bauska County Development Program are aimed at the implementation of the Bauska County development vision by creating a rich county where people want to live and can work.

Priority – Mobility and Traffic Safety

The goal of the priority is to ensure quality accessibility for the county.

Convenient access both physically (roads, transport) and virtually (Internet and other modern technologies, since exchange of information does not always require physical presence) are important for the development of the Bauska County. Since Bauska Town with its provided services is the internal centripetal force of the Bauska County and Riga is the centripetal force of the next level, convenient access to Riga is required.

The Riga Planning Region (RPR) has determined¹ further integration of the region in the international transport networks, which has an effect also on the Bauska County which is situated at *Via Baltica* motorway in the span Riga - Lithuania.

The traffic of transport of the county with Riga and Lithuanian towns should be optimised, e.g., by ensuring stops for international busses, offering minibus traffic, etc. The same applies also to the traffic within the Zemgale Region (e.g., with Jelgava) and accessibility within the county.

The safety of Bauska Town traffic is largely influenced by the transit flow through the town. Therefore a construction of a detour road would be important to reduce the number of road accidents in the town and to improve the environment quality.

Priority – Quality and Safe Environment

The objective of the priority is to ensure the necessary social and healthcare services and to provide quality environment and safety guarantees to the population of the county.

Both primary and secondary healthcare is available in the Bauska County. Bauskas slimnīca Ltd. is one of the main healthcare providers to the Bauska County's residents, which, due to the reforms in the healthcare field, has been re-profiled to a healthcare hospital and ensures treatment to chronically ill patients and to patients who require treatment for up to 20 days. The hospital has terminated performing emergency surgical operations and closed the maternity ward, but it has three operational sections, i.e. trauma station, daily inpatient section and care section. Continuing provision of healthcare services requires further reconstruction of Bauskas slimnīca Ltd. building.

Social services are available to the population of the county, but their further development requires a well-considered approach, and therefore the elaboration of a concept for development of the social work and social assistance services must be implemented to define further activities, including the fact that the home care service has been established in the county for development of alternative care home services. Beneficial social environment must be established also for children and youth subject to the social exclusion risk by establishing an education support system for them in the county. Social and healthcare services in the county will be developed to make its residents feel safe and protected and ensure that social and healthcare services are available to the necessary extent for the families to feel safe for themselves and their children, to improve the health of youth, to develop youth-friendly healthcare services and addiction prevention for youth.

The priority envisages the development of the communal economy by ensuring systematic improvement works in the town and parish territories, including the establishment and reconstruction of recreation areas, establishment and maintenance of nature trails, eliminating deficiencies in Bauska Old Town, etc.

Maintenance of a safe environment requires the development of the required infrastructure (incl. establishment of a medical sobering station, development of a video surveillance system, etc.) and ensuring and improving the activity of policemen to increase the safety capacity in the county.

Priority – Quality Education

¹ Riga Planning Region Development Program until 2013

The purpose of the priority includes ensuring the best education opportunities to the county's population with a particular focus on the county's specialisation areas - agriculture, tourism and logistics.

Young and educated persons with good working capacities are important for the county's development. For the county's younger generation to be able to successfully integrate into the labour market by developing their own entrepreneurship and reaching an economically active position which allows them to provide for themselves and their families, quality education is necessary that conforms to the requirements of the labour market. In collaboration with the Rundāle County, a task has been set, i.e. to ensure availability of vocational education to the county's youth (Saulaine Vocational School) in keeping with the county's specialisation in agriculture, tourism and logistics.

For the county's residents to have good opportunities of acquiring life-long education, quality pedagogues and modern material technical base are required. Provision of equal development for all three basic elements of life-long education, i.e. formal education, informal education and daily learning, which supplement each other, is important. In addition to the formal education, informal education of youth should be supported to contribute to the life-long education by improving its quality. The development of informal education requires working in the three main directions – education of interests, informal education based on professional competences and informal education based on social and civil competences.

Priority – Attractive Culture and Sports Environment

The purpose of the priority is to ensure quality and diverse range of culture and sports services to the residents and the county's guests.

The County has many culture institutions, i.e. 5 operating museums, culture centres, libraries, etc. that offer both culture and education services to the residents. Putting the infrastructure of culture institutions in order is necessary (construction of the Regional and the Bauska County Central Library, renovation of the existing library structures, reconstruction of the museums, putting culture/people houses in order, etc.).

The cultural historic environment of the county consists of different cultural historic monuments and objects, including the Bauska Palace and Castle Mound, Mežotne Palace (Mežotne Parish), Brukna Manor (Dāviņi Parish), Bauska Lutheran Church of St. Spirit, Bauska Town Hall, Bauska Old Town, etc.

Promotion of involvement of youth in physical activities, sports and culture life requires advancing the availability of culture events for youth, extending the opportunities of taking part in physical activities and sports and ensuring improvement and maintenance of the existing sports infrastructure. The understanding of active and healthy lifestyle should be improved by involving specialists, non-governmental organisations and youth initiative groups.

Active recreation services just like culture services attract tourists to the county from both Latvia and Lithuania and other countries. The location by the border of Latvia-Lithuania allows the Bauska County to elaborate common tourism routes not only in the Zemgale Region, but also in cooperation with the Lithuanian border territories.

Priority – Efficient Administration

The purpose of the priority is to create efficient administration of the county and to advance the availability of quality services.

The work of the County Council and its institutions and companies is aimed at the provision of quality services to the residents (paying particular attention to youth politics and collaboration with youth by involving them in achieving the goals of the Bauska County), and activities for advancing entrepreneurship and tourism for the development of the county's economy. In such a way exchange of experience, increase in qualifications and modern working environment will be ensured to the employees. Much attention will be devoted to the cooperation with the surrounding territories within the Zemgale Region and with the Riga Region and Lithuania.

Medium-term Priorities, Directions of Activity and Tasks of the Bauska County

Medium-term priority	Directions of activity	Tasks
VP1: Mobility and traffic safety	RV1.1: Accessibility of the county	U1.1.1: Ensuring physical accessibility of the county
		U1.1.2: Improvement of virtual accessibility
	RV1.2: Development of road infrastructure	U1.2.1: Development of the county's roads
		U1.2.2: Development of traffic safety in the county
VP2: Quality and safe environment	RV2.1: Availability and development of social protection and healthcare services	U2.1.1: Ensuring development of social work and social aid services
		U2.1.2: Development of social infrastructure
		U2.1.3: Ensuring qualified social and healthcare workers
		U2.1.4: Ensuring availability and development of healthcare services
		U2.1.5: Establishment and upkeep of youth education and health centre
	RV2.2: Quality of environment	U2.2.1: Development of the communal economy
		U2.2.2: Ensuring performance of systematic improvement works
		U2.2.3: Maintenance of safe environment
VP3: Quality education	RV3.1: Ensuring education quality and availability	U3.1.1: Ensuring pre-school, elementary and secondary education availability and quality
		U3.1.2: Ensuring availability of vocational education in keeping with the county's specialisation
		U3.1.3: Ensuring availability and quality of informal education and life-long education
		U3.1.4: Improvement of qualifications of specialists

Medium-term priority	Directions of activity	Tasks
VP4: Attractive culture and sports environment	RV4.1: Ensuring diversity and quality of culture services	U4.1.1: Development of infrastructure necessary for the performance of culture activities
		U4.1.2: Ensuring quality and development of services of library work
		U4.1.3: Ensuring quality and development of services of museum work
		U4.1.4: Maintenance of cultural heritage and development of culture environment
	RV4.2: Development of sports and active recreation services	U4.2.1: Ensuring development of sports and active recreation infrastructure
		U4.2.2: Organisation and diversification of sports and active recreation activities
VP5: Efficient administration	RV5.1: Increasing the efficiency and quality of the work of the municipality and its institutions and companies	U5.1.1: Increasing administration efficiency
		U5.1.2: Improvement in the quality and availability of service provision
		U5.1.3: Ensuring exchange of experience
	RV5.2: Advancement of entrepreneurship	U5.2.1: Establishment of environment attractive for the development of entrepreneurship
		U5.2.2: Advancing and popularisation of cooperation amongst the county's entrepreneurs, including farmers
	RV5.3: Implementation and development of the county's territory and tourism marketing	U5.3.1: Advancing tourism development and elaboration of new products
		U5.3.2: Ensuring advancement of the territory's recognisability
	RV5.4: Cooperation with international partners for the purposes of advancing the development of the county's territory	U5.4.1: Ensuring common drawing up and implementation of cross-border project applications
		U5.4.2: Solving of common and mutually important issues of the territory's development

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