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Master Thesis 2019

Research Master Planning and Sustainability: Urban and Regional Planning

REALIZATION OF CREATIVE POLICIES IN TERMS OF SOCIO-ECONOMIC DEVELOPMENT IN SMSTs IN FRANCE

**[CAN CREATIVE ACTIVITIES CAN BE SOLUTION TO
AVOID SOCIO-ECONOMIC DECELERATION IN SMSTs?]**

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Chapter 1: Overview to the Creative Cities

Introduction

Cities have grown up from past to present and it have become increasingly more complex. Last 20 years, SMSTs are deeply affected from economical crisis and new challenges are occurred such as; unemployment, economical deceleration, losing population, increasing societal concerns, de-industrialization, poverty, social fragmentation, urban fragmentation, identity erosion and harms to the environment etc. Beginning of the 21th century European cities lost their industrial power especially small medium size towns and employment rate of industry had been declined. For instance, industrial town Dreux has %20 manufacturing sectors but in 1980s it was %60. In contemporary world, cities try to find new solutions in front of economic problems. Another example from France, Châtellerault, they transfer of traditional knowledge and know-how to new sectors such as aerospace and automotive sectors. And according to the indicators %42 of employment was in industrial sector in 2009 (Hamdouch, A., et, al, 2017). Traditional knowledge compose great field on setting up of new economic concept that should be well integrated with locality.

In this context, new approaches came into question, which tries to find solutions in front of new challenges. Urban creativity one of the strongest study that would have impact in order to increase urban development. It has complex layers and basically focused on new economic fields\industries, innovation, social cohesion and socio-economic diversity. Cooperation, solidarity, flexible governance and participation are mail tools that increase efficiency of urban creativity. This research will handle urban creativity and relative urban policies.

In addition, towns and cities become less homogenous, requires sensitivity to cultural issues and important of diversity is increased so, planner should produce new methods in front of new conditions. Trough urban development, planners should adjustment the balance between environment and urban growth. In this context, critical conflict is appeared for protection of environment and ecological subject but, at the same time planners have to improve the economical development and advocating social justice. The process which starts with creativity, and reaches to innovation, search for 'new' policies, products, practices, or participants. So, as a planner we should seek that how these new ideas/implements would get into planning process (Hamdouch, A., et, al, 2017).

Urban creativity is defined several scholars and Michalko's definition is one of them; 'the ability to view problems, situations and challenges in different ways and to invent and develop original imaginative future in response to these problems, situations and challenges' (Hamdouch, A., et, al, 2017). In this definition, communities focus on increasing of ability that is primary tool of urban creativity. In addition, innovation is mentioned as a key role that is considered outputs of creativity. In this context, the links between creativity and innovation are the vital subject especially for SMSTs that is affected negatively by economic crisis after 2000s, consequently new prominent challenges and problems were occurred in case of SMSTs. According to my definition of the creative city; the city that creatively uses culture, art, tourism, and environment as a part of socio-economic development efficiently and innovatively. Urban creativity is quite flexible notion and this feature makes it wider concept however, cities should put legal frame, at least basic terms which let conveniences to the people and communities.

Literature Review

Literature review is the most powerful tool to comprehend general situation for the research. The main keywords are determined according to the thesis subject, these are namely; creative city, creative people, creative policies, creative milieu, creative sectors and activities and cooperation. The importance of the researches has been increasing about urban creativity in order to present this new socio-economic order. However, the complexity of the subject has been getting large and scholars have put new ideas and new parameters according to their research. In next sections, we will try to understand what urban creativity is.

Creative City

There are various explanation of urban creativity and each scholar defined from different perspective. According to Darchen and Tremblay (2011); cities have been facing new challenges and new problems in transition from industrial to post-industrial era and to solving new urban problems creativity is needed. Another scholar Landry (2000); mentioned that intellectual capital applied to product, process and services (Inteli, 2011). Also, some author defined variables to characterize of creative city by Lewis and Donald (2009). These variables are mainly comprised; Ecological footprint, commuting distance, public transport and other sustainable transport modes, housing condition and affordability and education (Inteli, 2011). Definitions and variables have been changed year by year for creative city and how these variables realized in the city that we should focus on. As scholars mentioned creative city concept is quite large issue for urban development and linkages between quantitative data and qualitative data must be link and support each other as well. Accordingly, creative city still has been discussed and according to authors; there is no common definition of creative city. Today the paradigm of the creative city calls for a further evaluative leap forward to the third industrialization because it has to be capable of producing multiplication effects on urban regeneration and development (Carta, 2011).

Cooperation is another important issue for the creative city and scholar mentioned two kind of cooperation which are horizontal cooperation; which is in local level and with new institution and with new partnership much of cities contributed to their economic development and vertical cooperation which is in which regional and European level, they provide new innovative investment which is learned by national and international partnerships (Hamdouch, et al., 2017). As a result, for creative and proactive cities cooperation is key role for public actors. In the other hand, still private partnership has not been involved in the cooperation process sufficiently.

The process of formation of creative city might not yield always and the imagined and results sometimes could not coincide. For instance; Wollongong, in Australia; is the first creative city that was supported by government during de-industrialization and regeneration process. The concept was called 'city of the arts', a 'city of innovation' and a 'city of diversity' but, creative-based strategy centered on metropolitan ideas and inappropriate to its context and specificities. So, the city has wriggled to reach to sustained success with adaptation of large city based-strategies (Selada, Cunha, Tomaz, 2011). We can easily understand that specific features and specific policies must be implemented each small-medium sized city according to their local and traditional structures. Creative city policies are different for small-medium sized towns and when the larger creative city policies implemented to small or medium city, the result might be unexpected. Accordingly, creative small-medium cities have different economic necessity. Non-economic aspects of life are more evident for small territories and face to face relation, informal network and sharing of tacit

knowledge were characterized of small territories (Selada, Cunha, Tomaz, 2011). On another example from Portugal; organization of public events are initial role to create attractiveness for instance; Óbidos (Portugal), local government organized several festivals such as; International Chocolate Festival, the Baroque May, the June Contemporary Art Month, the Opera Festival and the Óbidos Christmas Village. These events strongly changed the perception of the 'museum town' and reflected to other activities by participation of local community and associations. One of the main strategies is creative entrepreneurs that are going to supported and encouraged by local government. Óbidos municipality defined priority policies such as; supporting infrastructures and financing schemes, a technology park that linked to the creative economy, offering material compensations (tax incentives, micro-credit), excellent working conditions and quality of life. Tourism had been main activity of the municipality in terms of large percentage of employment. Also, agricultural activity had been affected positively like horticulture, fruit and wine and industry sector had been affected for food processing, construction and furniture (Selada, Cunha, Tomaz, 2011). Importance of accurate local policies could create significant impact to the city by providing sufficient conditions for creative needs in terms of creative people, culture and tradition, tourism, local economy and life condition. The importance of public policies had been mentioned that local public policies have to seek positive conditions to support of creative development and interventions must be well-defined specific infrastructures and support schemes. For instance, vacant spaces, flexible space, and low-cost spaces should be an adjustment for creative people. (Selada, Cunha, Tomaz, 2011).

Small and Medium Sized Towns in Europe

The sized of the small and medium cities were enlightened by scholars. Small and medium sized cities are composed 38 percent of the whole population of Europe. The population of small sized city is between 5,000 and 100,000 inhabitants and the population of medium sized (SMS) city is between 100,000 and 250,000 inhabitants. SMS cities should be analyzed because of its strong economic and social power (Hamdouch, Demaziere, Banovac, 2017). There is new trend that is ongoing in some part of Europe about migration from big cities to SMS cities. Authors explained this trend; SMS cities have some opportunity in terms of natural, cultural and symbolic terms and quality of life. The measurement of rural region by using big city approach is not useful for SMS cities and territorial capital, nature and cultural amenities, rural lifestyle and quality of life would be useful in their measurement process (Selada, Cunha, Tomaz, 2011). Accordingly, these parameters, case study cities will be evaluated in the research and will go to result by comparing two selected cities.

Socio-economic profiles of SMSTs in Europe

There are six-possible socio-economic profiles in SMSTs: (1) proactive, (2) residential and four-mixed types (3) proactive-residential, (4) proactive-creative, (5) residential-creative and (6) proactive-residential-creative (Hamdouch, et al., 2017). This identification helps to examine how the socio-economic profiles are a result of creative planning, institution framework and intertwined dynamics of local actors. Today SMSTs working on job creation, providing services, attraction new population and engagement in territorial and innovation network. These are the main tools on defining socio-economic characteristic according to SMSTs' performance.

According to the research, different characteristic of SMSTs are defined and each character would need adaptable policies in terms of its needs. Residential economy, productive economy and knowledge-based economy are three basic socio-economic profiles and this indicator is very crucial

subject for the research because, according to the research's hypothesis creative city policies have different and unique in terms of its potential and its character (in frame of SMSTs). The subject is very interesting to orient and implement of policies that are critical to socio-economic development.

SMSTs should define their economic profile and put right policies in shifting process because, the process and evaluation is still continuing. That's why having and sharing of knowledge is key part for creative city which should develop its parameters.

	RESIDENTIAL	PRODUCTIVE	CREATIVE-KNOWLEDGE
Target groups	Residents, commuters and tourists	Business actors	Creative class and innovative firms
Factors of attractiveness	Good living environment, heritage, quality of provision of services, culture, health and schools, real estate conditions	Competitive business environment, labor skills, availability or land	Creative environment, quality of provision of services
Specific drivers	Diversity of equipment and amenities, accessibility	Sectoral specialisation, concentration of business activities	Innovation systems and knowledge-based activities, concentration of entrepreneurial activities
Policy tools	Improving public and private services to population, developing/improving cultural, leisure and touristic infrastructures, investing in transport facilities and green spaces, preserving the environment and the cultural heritage	Creating/improving the quality of business areas, developing supporting services to business, lowering professional taxes, subsidies to targeted businesses	Developing/encouraging clusters, networks and creative "arenas" creating/attracting higher-education and research institutions, developing incentives to entrepreneurship

Figure 1: Main economic characteristic of SMSTs (source: ESPON, 2013)

Attractiveness in SMSTs

Attractiveness; SMSTs have less opportunity in terms of economical diversity and especially fragile SMSTs have been struggling on keeping human capital in the city. In this context, there is great competition in order to be more attractive city in territorial. Place attractiveness mostly linked to local strategies in small-medium sized towns. The main question is that can these places still be attractive in competitive environment. So, it is necessary to explain the attractiveness of SMSTs and identify the indicators that could be used to evaluate this attraction. Local government must be innovative to avoid themselves from economic deceleration and they need something innovative to be attractive in terms of investment that has been thought to encourage socio-economic growth.

Table 1: Attractiveness schema

Attractiveness	Objectives (attraction)	Subjective (appeal, desirability)
Effective (observable flows)	Net migration, investment, evaluation of property and land prices	Satisfaction level of inhabitants or economic actors, sense of place
Potential (tendency to generate flow)	Plan\project to settle or invest *queue effect*	Wish\intention to settle, image and reputation of the town influence

Source : (Kwiatek-Soltys, A. et, al, 2014)

There are three subjects to understand place attractiveness; firstly, consideration of economic changes. Economic characters have been changed especially after 1990s by increasing globalization and de-industrialization and role of the SMSTs have been changed in the territory. So, location, accessibility, proximity and connectivity should be considered in order to be attractive city and strategies have been defined according to new economic order. Secondly, power of productive economy is less important for SMSTs because residential economy that includes services have been getting important for SMSTs. In this context, mobility is the most crucial part of residential economy which includes consumption, infrastructure and tourists. Thirdly, decentralization process (especially in France case) caused new responsibilities for SMSTs and role of the local actors have been increased. So, local actor's strategies and cooperation concentration become key role for the future of SMSTs.

Attractiveness is the strong component for creative city concepts and it should develop according to the city's desires. In this frame, integration of attractiveness strategies should be compatible with local strategies and policies.

Attractiveness Dimension

Definition of dimensions and indicators of attractiveness is quite important on definition of strategies and policies. Human capital is the most important source of urban creativity and providing adequate services and infrastructure are two key issues to be attractive whereat, attractive dimensions and indicators sources are having significant valuation for cities. There are several researches to investigate this subject and the hardest part of the research to description of attractiveness indicators is definition of the scale of observation and how to combine them.

Table 1: Indicators of components of attractiveness (alexander 2010)

Components of attractiveness	Example of indicators
Geography and climate amenities	Natural amenities Average hours of sunshine\year
Accessibility	Network density Location
Demographic trends and parameters	Demographic evolution Population features
Political organization	Decentralization\role of local authorities
Economy	Employment (employment and characteristic) Firms and enterprises (evolution and characteristics)
Urbanism	Plans and development projects

Housing	Number and characteristics of property assets
Social condition	Shops Security
Infrastructures	Services (quality and quantity)
Cultural and heritage	Number of tourists Historical structures and monuments
Environmental and sustainable development policies	Pollution index Protected areas (size, evolution)

Source : (Kwiatk-Soltys, A. et, al, 2014)

These indicators could be important source to describe my indicators and parameters. This is the complex relation to estimate the attractiveness in terms of SMSTs. Which indicators have which size role and which one has initial role and which one has less crucial role within whole case. Urban creativity should be handled as a system that based on efficiency and innovation. Conditions of human capital are critical issue and Table 1 shows that how attractiveness handles subjectively. Most of cities consider about all these indicators however, putting all in a frame is the key issue for creative city.

On the other hand, location of the towns is critical issue for their hierarchy and if the town is close to city region or large city it can have benefit from that large city. People who work in large city would habitant in these kinds of towns. But on the other hand, town should provide adequate life conditions for qualified workers. In this frame, level of accessibility is having key role with location advantages in terms of attraction of individuals and communities.

The significant challenges of SMSTs are defined basically; economic (especially industrial), demographic (decline and ageing) and social issue (unemployment). In this context, local actors should investigate pertinent strategies and policies for example, increasing of quality of life, city promoting, creation of events (art, culture, festivals, sports etc.) and so on. As a result, the strategies should consider location, accessibility, proximity and connectivity in terms of mobility, providing better services and infrastructure in terms of attraction of human capital and increased local actor's responsibilities in order to achieve cooperation and solidarity. Attractiveness and creativity have strong linkages and local policies should be compatible in order to find solution on challenges.

Historical heritage and its role in the city

Historical heritage is having key role on development of cities and there are several researches on this subject. Today, cities provide new strategies and new policies for historical monuments in context of socio-economic development. There is no doubt that historical heritage is great potential for cities and its great impacts would help to local development. These impacts are shown in Table 3 which could encourage policies and strategies. In France case rich and unique assets have been protected carefully however, taking the advantages of historical heritage may not strong on integration with local development especially in SMSTs. So, integration process is the key subject that would help on definition of strategies and policy making. In this regard, definition of potential areas, adding new uses, new functions around the heritages and protection of authenticity will be critical subjects in long-term and short-term strategies. There is successful example from Poland, Niepolomice; It has very successful story in transformation of the historical heritage in the city center. Re-functioning of the castle and its surround create amazing attractiveness in the city. They put cultural and art functions and opened to the public, new hotels were built or rebuilt, restaurants

and music hall places were implemented to around of the castle. So historical monument would be key role to develop or create new diversified economy for the city.

Local history, local identity and authenticity are important to designation of heritage. SMSTs has not economic diversification like bigger cities, the value of historical heritage is growing in this context in order to be unique. Local history of well protected cities has significant advantages in terms of local identity and authenticity. Therefore, creative human capital richness exhibit outstanding benefit to diversify urban activities. So, notion of local actors will be important subject on policy making over historical heritages and re-functioning of them, especially in case of local character.

Consequently, the historical heritage is a crucial opportunity to develop and diversity on the local economy and to attract external sources of financing. Besides, it has significant role to active local skills and creativity, to enhance local identity and create symbols of present-day vitality. In addition, role of local community is quite significant case in terms of historical heritage towards using them to include socio-economic development. And viewpoint of local property should be compatible with local policies and historical monuments could be restored in terms of contemporary using.

Table 2: Potential areas of cultural heritage impact of socio-economic development

Economic impact	Direct income heritage related activities such as; preservation, opening up to the public, interpretation Multiplier affects, including tourism multiplier (indirect and induced creation of income and jobs). Support for structural changes in economy Public sectors tax revenues Real estate markets
Local community standards and quality of life	Response to higher level needs (aesthetic, spiritual, cultural, leisure) Impact of social cohesion and creation of social capital Strengthening of local identity and sense of pride
Environmental impact	Coexistence and overlapping of cultural and natural values Anthropogenic impact \ impact of number of visitors and users (traffic, infrastructure wear and tear) Potential contribution to avoiding or limiting urban sprawl
Urban and rural regeneration and processes	Inspiration and catalysis Role as a flagship project within a broader regeneration strategy Role as a background to regeneration process
Local image and branding	Among tourists Among entrepreneurs and investors Among residents and potential residents (internal marketing)
Support for the environment of the knowledge economy	Educational uses of heritage Development and maintenance of individual cultural capital, human capital and creative potential Inspiration of original products and services provided by cultural\creative industries

Source : (Kwiatek-Soltys, A. et, al, 2014)

Creative Class and Creative Milieu

Creative people are the most important component of the creative concept and requirement and adequate condition of creative people should be designed carefully in terms of their needs. First of creative people in SMS cities have different requirements than big cities creative people. These are mainly; livability and sustainability are the first parameters for creative class in SMS cities, which is different 3T (talent, tolerance and technology) that was explained by Florida. So, quality of life is going to be vital subject for this research. Creativity should have ecological footprint, commuting distance, public transport and other sustainable commuting modes, housing conditions and affordability and education for economic health and growth (Selada, Cunha, Tomaz, 2011). These parameters also will be used in the research and will be compared between two case study cities.

Creative people are essential in terms of their location because they could contribute their knowledge and experience to the city. Also, behaviors of local government and public actors are a vital question to use and develop potentials of the city in terms of attraction of creative people.

Another important point is about local creative people and the definition of them. Because there might be many activities which is embedded and which could be part of the creative system, as scholars mentioned frequently, local creative people have a critical role for the creativity, and they could contribute very efficient impact in terms of economic and social.

Role of Creative Class in SMSTs

As mentioned by scholars, creative class is core element of creative cities and when scholars searched about differences between “urban creative class” and “rural creative class” they figure out some alterations. Comparing with “urban creative class” and “rural creative class”; small communities attract mostly talented young families, midlife career changers and active retired people, at the same time creative communities are higher age-scale and be married with children. Creative people have several advantages for small creative cities such as; contribution to cultural consumption, having a central role in community life, consume cultural activities and giving priority to the production of certain cultural products (Selada, Cunha, Tomaz, 2011). This indicator could be used by the creative policies to obtain better consequences. In addition, Creative people and creative class are attracted by the cities for driving force behind the development of cities. Creative class and creative people look for a city that could create new economic opportunities namely new ideas, new ideas or new content (Selada, Cunha, Tomaz, 2011). Consequently, creative class and creative city are working in line with their desires and another actor is that public and private sectors organized and provide the conditions for social and economic development. Each tools of the creative city concept should be suitable and should support for themselves in small-medium sized cities that require tangible balance between local/traditional economy and new creative economy. Inclusion of local features to creative economy and acceptance of local activities by creative class; are two important subjects for the small-medium sized cities to set up creative concept for the cities.

As a result, for rural creative class which is going to be very crucial part of the research is going to be redefined as a parameter. The research will take account rural creative class according to their requirements and it will calculate the condition of the case study cities which will be advantages or disadvantages for creative people.

Priority of the creative Class

Some author discussed about what is priority for creative class and what is basic tool to be more attractive in small-medium sized towns. Livability and sustainability were given priority instead of talent, tolerance and technology that is advocated by Florida (Inteli, 2011). Creativity should have ecological footprint, commuting distance, public transport and other sustainable commuting modes, housing conditions and affordability and education for economic health and growth (Selada, Cunha, Tomaz, 2011). So how sustainability would be located in creative city concept in the future? Creative small city should focus on five areas; education and sustainable talent development, community engagement and co-development, quality of life, sustainability and iconic and imaginative territories (Selada, Cunha, Tomaz, 2011). These five areas could be beacon for small-medium sized towns. Another significant tool of small-medium sized creative city is condition of life and condition of life is vital theme to form the basis of creative city. But each creative group may have different preferences in terms of residential location. In addition, climate factors might be more important for symbolic knowledge-based occupations (Selada, Cunha, Tomaz, 2011). Creative small-medium sized cities should be sustained to be attractive for the creative class. It was mentioned that is an attractive tool for creative class and thus people looking for to have low-carbon lifestyle in a smaller city. Non-economic dimensions life is advantaged namely community engagement, a culture of collaboration and participation, and social proximity (Selada, Cunha, Tomaz, 2011). Accordingly, life conditions should be increased in parallel to creative economic initiatives to compose attractive milieu.

Creative Sectors and Activities

Creative activities would be listed as; design (fashion design, graphic design and interior design, etc.), creative services (architecture, advertising, etc.), new media (software, videogames, digital contents, etc.), visual arts (painting, sculpture, photography, literature, etc.), performing arts (theater, dance, opera, circus, puppetry, etc.), audiovisuals (film, television, radio, video and other broadcasting), music (recorded music market, live music performance), publishing (books, press, magazines and other publications), publishing (books, press, magazines and other publications), craft, antiques and art restoration (jewelry, textile, ceramics and wood craftworks, antiques, art restoration, etc.), traditional gastronomy (gastronomic activities, endogenous products, etc.), historical culture and natural heritage (museums, archives, libraries, archeological sites, monuments, natural parks, etc.), audiovisuals (film, television, radio, video and other broadcasting), music (recorded music market, live music performance), publishing (books, press, magazines and other publications), publishing (books, press, magazines and other publications). And the percentage of sectors are exhibited like; Film/TV/animation (%15), art (%14), music (%13), media (%12), design, architecture, fashion, publishing, ICT/tech, tourism, craft/jewelry and advertising. (Inteli, 2011). These data will be useful for the research in terms of determination of the activities in study case cities.

There are three main benefits of these activities for SMSTs; (1) have potential to attract tourist (direct and indirect), (2) cultural goods and services would be exported to the outside of the city and consumed there and (3) social impacts over the city (Hamdouch, A., et al, 2017). These activities are greater engagement of citizens, visitors, neighborhoods, friends and families. The key subject is level of participation (in both case of management and organization) on the activities in order to increase benefits of activities. In this context, local policies must be substructure that can cover weakness and challenges.

There are four potential of creative\cultural activities are defined by scholars for SMSTs; (1) creative people who would have contribution on local development are the crucial potential. (2) Presence of amenities are key subject to attract new people\tourists and new investments. These amenities are namely; natural amenities, historical and cultural amenities, symbolic amenities and build amenities. (3) SMSTs have different conditions than larger cities such as; less affordable residents and quality of life, adequate quality schools. So, SMSTs could be more attractive by providing favorable conditions. (4) lastly, cultural and creative activities have great embeddedness and connectedness with other economic and social tissue and it could provide innovative inputs for other activities such as; agriculture, handicrafts. Furniture, textiles, tourism and gastronomy (Hamdouch, A., et, al, 2017). In this context; how these potentials could be integrated with local strategies and policies are the basic issue for local actors. These potential will be source for creative policies that are the starting point of the research.

Evolution of Creative Economy

Historically, there are two types of creativity that were defined by scholars, first one is ‘the cycles of capitalism driven by innovation’ defined by Schumpeter (1939), second one is ‘a step in the evolution of capitalism’ defined by B. Stiegler (2006). The process of creativity should be perceived detail and it has been intertwined with economical system. Additionally, Stiegler put three views, (1) Production-led Capitalism (Industrial revolution), (2) Consumption-led Capitalism (Marketing) and (3) Consumer-led Capitalism. In this context, economy of cities need creative focused productions in order to satisfy consumers because, high competitive market has been renewed itself swiftly with technological facility.

Evaluation of creative economy is very critical issue to understand of process and Hartley (2008) divided it in five steps. According to the Table 4, creative class have key role in this economy because of its creative/innovative power. Digital information and human capital are two fundamental latest policies. So, there are two main issues in case of SMSTs, first one; how can local actors increase influence of creative class? And second one; how can local actors discover new human capital (extension of creativity)? These two subjects will be starting point in terms of development of creative economy in SMSTs.

Table 3: Evolution of the Creative Economy According to John Hartley (2008)

Phases	Forms	Added Value	Policies
Modernity	Art	Talent	Public Subsidies
Industrialization	Distribution, Media Cultural Industries	Scale of Economies	Competition
Creative Industries 1 (1995-2005)	Industry	Intellectual Property	Clusters Cultural Quarters
Creative Industries 2 (nowadays)	From Industry to Market	Intellectual Property	Knowledge Economy Creative Services
Creative Industries 3 (emergent)	Co-production Social-network Market	Comsum-actor Social Network and digital	Digital Information Human Capital

Source: (<https://www.researchgate.net/publication/254457429>)

According to Anttiroiko A-V's research, he defined three type of approaches to creative city, first one; institutional approach which is oriented on special programs and cultural institutions in order to

imply strong governmental interventions. Second one; business-oriented approach that is focused to cultural industries. Third one; community-oriented approach that is based on local civil society and role of local government is low. However, the approaches would be included different type of approaches such as; Kaustinen (Finland) based on business-oriented approach and supported by institutions.

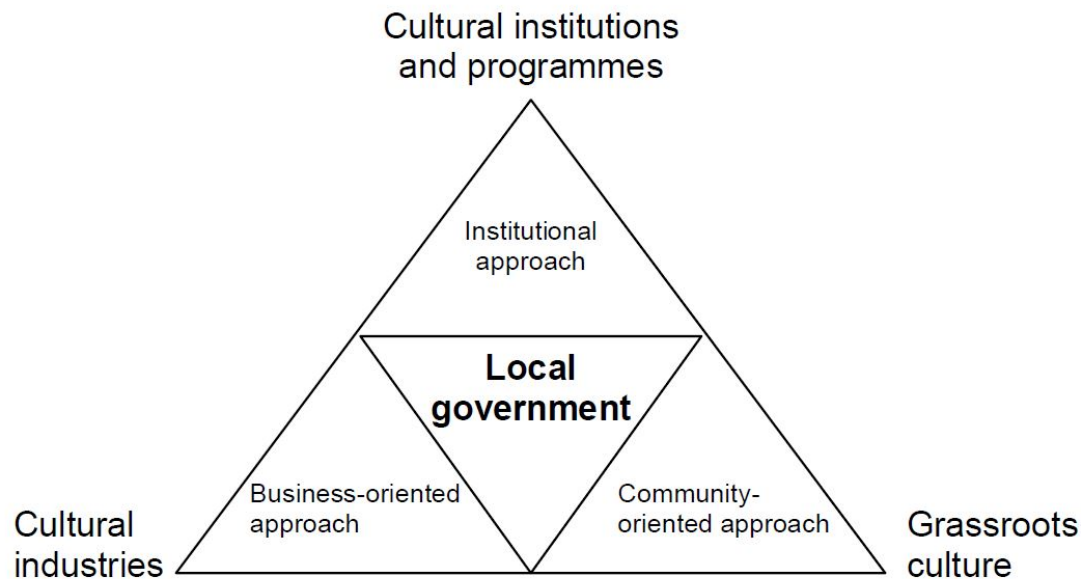


Figure 2: Three main approaches to creative city

Creative Urban Policies

Creative urban policies should protect the social balance between new and old and depending creative intervention gentrification has been occurred in some observations. It is crucial subject for small-medium sized cities because the options are limited and by creation true policies the balanced could be protected. Gentrification that must be well-organized by leaderships, adequate institutional arrangement and collective action is vital challenge for creative city in small-medium sized towns. Balancing between old residents and new inhabitants should be coordinated by true local governance (Selada, Cunha, Tomaz, 2011). So, the role of local government takes important role to avoid negative affect from creative investment and intervention. Definition of creative spaces that is going to be invested should be thought judiciously by local governments and participation of the public should be used to support ideas.

Urban policies are been seen as an evidence for urban strategy formulation and replication, policy instruments are predictive tools not advisable (Evans, 2009). Creative city policies have been initial role for governing in the promotion process of creative city such as; transformation of brownfield areas, vitalization of old industry sites within the cities, promoting of sustainability, reducing of carbon emission, promoting of new economic sectors and so forth. In urban policy, creative city strategies were fused with creative industries arguments in order to promote real estate development (Evans, 2009). In consequence, policy-makers should shift resources from mainstream cultural institutions to fringe organizations and ensembles that initiate and instigate decentralized controversies on contested novelties in performances, festivals, exhibitions and other formats

(Cracow, 2013). Each city has a unique cultural environment that can, where adequately recognized and supported, act as the springboard and driver for its successful future. To achieve this, the discourse of the Creative City needs to be revisited and broadened to become a truly inclusive concept that embraces the creative energies of place and people at all levels. People are looking for social, cultural and environmental dimension of life and SMS cities have appropriate condition for these people (Cracow, 2013). This is important issue for creation of creative policies for local government and public actors.

In 2010, European Agenda promote creativity and culture in global scale and they invited European countries to enhance cultural and creative sectors for growth. So, importance of creative sectors has been increased and in policy side the conditions are being got better to support urban creativity (Urbact, 2017).

There are various examples from Europe, one of them is Niepolomice (Poland) and the process is how creativity had been adopted to the city by using affective urban policies. Main policies; collaboration and community engagement, inter-institutional interaction for responsibilities and interests of public authorities, private actors and citizens, public private partnership and including non-profit institutions (Urbact, 2017). Whole this policy decisions are called interactive governance model and importance of policy clearly can be seen here. Decision making, interventions and operation of the process are part of the whole process throughout being creative city.

After creative intervention in Niepolomice, the economic ratios and employment rates became better comparing other territories and average of the country. In the city unemployment rate is 4.5%, in province 5.7%, in region 10.3% and in the country 13.3% (Urbact, 2017). Economic growth can be seen obviously by using affective policies and governance.

The creation link between talents to stimulate ideas and creativity is very vital subject to be successful but, integration of local community to the process is must be organized carefully to create successful creative city. The role of local people should be defined carefully and priority of local creative people should be first line to support local people and local economy. Local creative people must be adopted to the creative system by using clear policies. The role of the local government is vital subject for the process and they have strong knowledge for their cities. Balancing of unification existing sectors and new creative sectors will be operated by local governments. The policies should be acceptable and flexible for whole city and dialogue between institutions, private investors, citizens and creative people should be developed. Common activities will support to fusion of different part of groups and communities.

For creative policies some key subjects had been defined by scholars and these are listed as; equal and reciprocal partnership with local stakeholders (1), establishing an intermediate body (2), improve the evidence base of policies (3), co-working spaces for incorporated policies (4), encourage spill-over affects (5), adaptive policy change in line with economy (6), foster linkages between new growth domains (7), included of education system (8), attention of mega projects that is mega risk (9), be open and ready to support new ideas and ventures (10), listen carefully small entrepreneurs, newcomers and citizens (11), share to the goals through collaboration (Urbact, 2017). On the other hand, some creative programs have been composed to support creative cities such as; Cross Innovation (www.cross-innovation.eu) between creative sectors and other industries, 3C4 Incubators (www.3c4incubators.eu) for territorial development and an engine of economic and social

innovation, Urban Creative Poles (www.creativepoles.eu) for knowledge-based economy in medium-sized cities, InCompass (www.incompassproject.eu) for production a guide how to create and operate creative incubators, UNESCO Creative City Network (<http://en.unesco.org/creative-cities/home>) to promote identified creative city as a strategic factor for sustainable urban development (Urbact, 2017).

Cooperation level on inter-municipal policies

Territorial economic theory is conceptualized from innovation, economy and territory. Space is not just a container where economic dynamics take places, space can then be considered as an economic asset. Territories are in competition for attracting foreign firms, creative people and investors. Local strategies based on the improvement of infrastructures and re-specialization of manpower skills and capabilities, aggressive territorial marketing (subsidies and tax cuts). In this frame, cooperation is having significant role in between different towns, cities, metropolis and region in order to create beneficial policies and strategies. Most of French authorities have cooperation and coordination in between different level of associations on new development projects that are decided in process by including different associations' ideas.

Role of globalization over territory with leader firms and sometimes it caused unfair conditions in the territory in terms of competitiveness. Globalization is usually evaluated with metropolitan areas but SMSTs should create new advantages to attract foreign agents, creative people and investors. SMSTs need new creative policies to overcome negative effects of globalization. Today each size of community is part of the world from a mount house to city center in the territory, the importance of borders is almost disappearing and in addition, new policies that can have role in different scale are appeared. Strategies and policies must be decided very carefully to achieve the best result in frame of goals and in order to achieve the goals, policy making, policy transfer and intervention, monitoring and maintaining and finally getting results during the process and re-analyzing the results and after strengthening the process with new policies. As it seen in previous sentence, process is continuous and contrubiton of all level of communities is very important to the process. As a result, inter-municipal cooperation with different fields will help to territorial development, and vertical and horizontal policies would be more adaptable in the territory.

There are several key issues for inter-municipal cooperation; variation of institutions, relation between policies and institutions, quality of inter-municipal cooperation and built collective and voluntarism policy. In this context, the importance on variation of different disciplines would give wide range of policy.

There is a significant example from France (Les Florides and La Bourdannais Business Park) which combined with local resources and external resource to the business park. And the most prominent point of the implementation of the business park, how environmental issues and constraints work with compatible economic projects. This example (see Table X) shows us that balancing between economic development and environmental protection by using clear institutional cooperation from local level to national level.

Table 5: Features of bussines park studies

Name of the business park (town, urban region)	La Bourdonnais (La Meziere, Rennes)	Les Florides, (Marignane, Marseille\Aix-en-Provence)
Economic content of the project	Renewable (20ha) and growth (10ha) Establishment of green activities	Creation of 87 ha, 53,000 m2 Eurocopter 17,000 m2 companies' villages
Kind of inter-municipal cooperation	Strong custom Shared development and complementarity	Rivalries between municipalities or between their associations
Environmental obligations	Weak	Strong Remarkable wildlife Environmental under state protection

(Hamdouch, et al., 2017).

Finally, SMSTs need to create creative strategies in alternative patters of territorial organization, valorization of their local resources and cooperation and enhanced complementary with other territories, with other SMSTs and with larger urban areas and metropolises (Hamdouch, et al., 2017). Metropolises have adequate productive economy but SMSTs productive economy usually limited that's why SMSTs must have active and creative policies in multiscalar level in order to reduce negative effect of social and economical problems.

Impact of creative activities

The importance of creative economy is calculated by institutions and the indicators showed that creative sector economy has been growth more than other sectors. The value of creative economy is being increased and developed year by year and traditional local industry model is declining. Accordingly, now creative industries have become knowledge and experience economy in terms of economic sector and spatial terms (Evans, 2009). According to the inquiries cultural and creative sector contributed to EU-25 GDP of 2.6% and growth of sector 12.3% between 1999 and 2003 higher than the growth of the global economy. In addition, it contained 3.1% employment rate of total EU-25 employment and between 2000-2005 years cultural and creative sector had 8.7% of traded goods and services in the global market (Inteli, 2011). These data show us that the creative economic sectors will play additional important role inside of global economy. Additionally, the economic potential is dependent on the population for SMSTs. The position of cultural and creative sector has becoming vital subject for global economy however, these indicators cannot be considered as a standard to measure big and mega cities.. In Europe 40% of population live in small cities (10,000-50,000) and %20 of population live in medium cities (50,000-250,000) (Inteli, 2011). Accordingly, these indicators show us why we should concentrate to the SMSTs in terms of creativity and spreading of economic diversification from urban to rural in the countries could be positive subject that support economic equality and balancing between agglomeration economies.

Comparison between SMSTs and Larger Cities in terms of creativity

Comparison of small-medium sized cities and larger cities is highly hard in terms of creativity because larger cities have more advantages than smaller cities in terms of mass, density, diversity and tolerance. So how small-medium sized cities able to compete with larger cities to have benefit from

creative city concepts. Dichotomy between 'large and creative' versus 'small and disadvantaged' cities had been mentioned by Lewis and Donald (Selada, Cunha, Tomaz, 2011). So how can we introduce creative city concept to SMSTs against large cities? However, some author gathered that specific features are key issue to apply creative concept to the small cities. These features are called territorial capital, natural and cultural amenities, rural lifestyles and quality of life (Selada, Cunha, Tomaz, 2011). Consequently, creative city is mutable for small-medium sized cities and specific features are the biggest actors to implement creative city concept. So, the importance of cultural, geographical and traditional subjects that are being increased in terms of creative city concepts in small-medium sized cities. These subjects are going to be used for definition of potentials of small-medium sized cities in the research process.

Social Conflict and Regeneration

Urban creativity aims to develop social diversification and welfare as much as it aims to improve economic development. Especially in SMS cities social aspect of creative concept is quite important in parallel with economic growth. Relation of new creative people and citizens should be integrated carefully because creative class life conditions and lifestyles are different than residential workers. They usually work in the evening and night; they have flexible conditions and most of them have own small business or workshop. So, adaptation process of new comers to the social life is vital subject for being successful in terms of creative economic and social growth.

Also, gentrification is the biggest treat which is analyzed by scholars for urban creativity. The process should be governed slightly and avoiding fast urban policy is crucial to prevent gentrification. Increasing of rent in the creative milieu should be controlled by local government carefully and avoiding from social conflict should be provided.

New paradigm to the Creative City Concept

In new creative city concepts, precious opportunities must be provided for real development, not only quantitative but more and more qualitative (Carta, 2011). The Creative City concept is not consisting only from urban, economic, cultural, environmental or social approach; it is a paradigm that creates new shape, and considers all these aspects (Reis, 2009). As scholars mentioned creative city concept is quite large issue for urban development and linkages between quantitative data and qualitative data must be linked and supported each other as well. Accordingly, creative city still has been discussed and according to authors; there is no common definition of creative city. Today the paradigm of the creative city calls for a further evolving leap forward to the third industrialization because it has to be capable of producing multiplication effects on urban regeneration and development (Carta, 2011). Creative city furnishes varied diversification in terms of economic, social and cultural aspects. Multicultural and multi-ethnic facts are significant issues for creative cities in terms of mobility and diversify towards new plan for the city (Carta, 2011). No specific boundaries and one in continuous transformation are been the concept of creative city (Reis, 2009). As the scholars discussed, urban creativity is fairly large question and contain multidimensional layers consequently, urban creativity needs more analytic researchers.

First of all, the creative city is looking for new knowledge (creativity), making use of this knowledge (innovation) and facilitating for experimentation with a unique solution (Hamdouch, et al., 2017). Local communities are affected easily from globalization comparing last two decade and local government should be creative to find solution in face of new problems and challenges. In frame of

this context, new concepts are correlated with wide participation in order to develop local projects, aware on natural and historical presences, create embedded relation between living environment and citizens.

Urban creativity is the key issue to support economic development and have initial role in global and local economy. Researches show us that; creative sector is going to take more opening role in the near future for socio-economic development and governments have gave importance to develop this concept. The most of the population (60%) of Europe live in SMSTs and how creative policies would implement to the SMSTs in terms of social, spatial and economic aspect.

Methodology

The thesis subject will discuss that urban policies in SMSTs in Europe and try to find out linkages between urban policies and implementation according to urban creativity. The definition of case study will be from European small-medium sized city and the selected city would have potential through creative economic development. The research wants to reach which cities have potential in terms of creative socio-economic development and exhibition of the creative socio-economic potential in SMSTs in Europe by handling example city. The research will try to exhibit that which small-medium sized cities have potential to be creative city by comparing two different cities. In addition, the research is aimed to be a guideline for next researches.

The method of the research is divided in three section; analytical model of the research, data collection and definition of the case studies. Analytical model will be used as a guideline for whole process of the research and it will define research border in order to reach evident conclusion. And data collection will help to the research about which subject will be investigated and which data will be used during the project. At last, the way of selection of the case studies will be explained according to different parameters.

Analytical model of the research

First of all, hypothesis is the start point of the research and analytical model is drawn according to hypothesis which is defined by using recent researches. From start point to the conclusion, the model will be research guideline to describe whole process. The model is comprised fundamental keywords and tool which is critical to define linkages between these tools. There are various analytical models in researches and systematical concept will be used in this research.

The model (see Figure 3) shows that how the research process will be continued in terms of analytical and empirical way. First of all, the research will focus urban creativity and how cities would have benefit from creative sectors economically and socially. Small-medium sized cities have been mentioned by scholars because creative economy has been seen as a driving force for economic development in Europe. The research differently will focus on small-medium sized cities in terms of their potential throughout being creative city. Which kind of advantages and disadvantages would be calculated, definition of parameters that could explain potential creative city? The process is going to be conductor in study case and alteration of socio-economic conditions will be explained. The research will also focus creative policies (decision making) and role of public actors and which kind of interventions would be implemented for potential city.

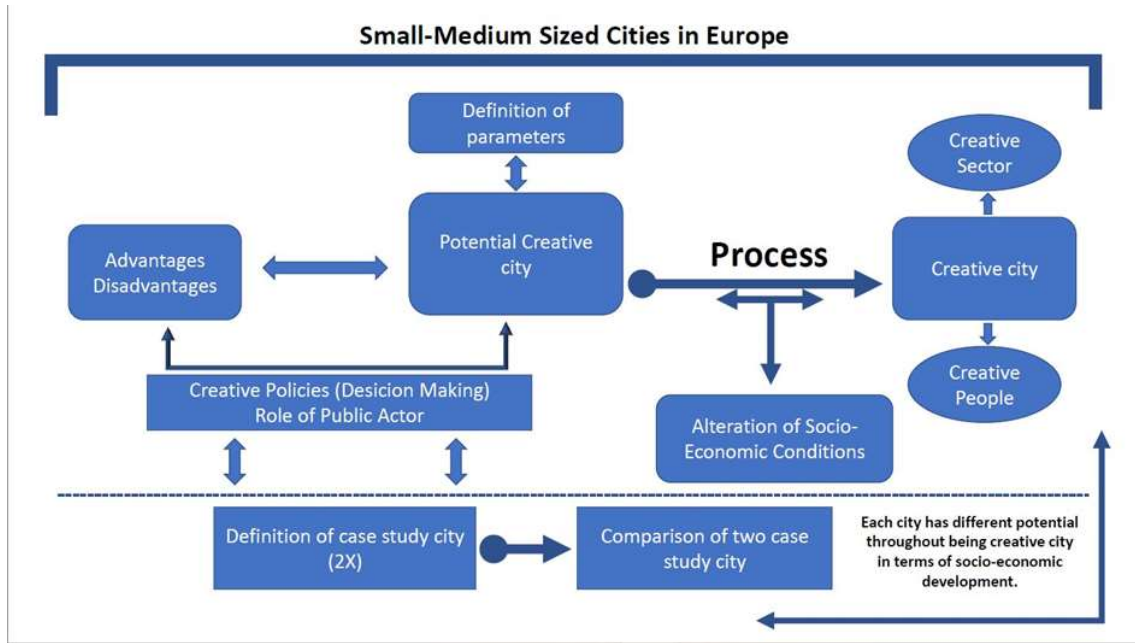


Figure 3: Analytical Method

Definition of the Case Study

The case study city will be small and medium sized city in Europe. First city is going to be Blois of France and the data collection process will start according to defined parameters. Second city is going to be Bourges of France which could be comparable. Both case study cities are defined medium sized towns according to French institutions which are shown in Table 4.

Table 6: SMSTs definition

	According to associations of elected officials	According to researchers	According to the state (the French Ministry for spatial planning)
Small towns	Municipalities from 2,500 to 25,000 inhabitants (association of Small Towns of France)	Urban centers from 5,000 to 20,000 inhabitants (Laborie, 1978; Edouard, 2012)	-
Medium towns	Municipalities-centers from 20,000 to 100,000 inhabitants and the area of their inter-municipal cooperation (Federation of Towns of France)	Urban centers from 20,000 to 100,000 inhabitants (Lajugie, 1974)	Travel-to-work area from 30,000 to 200,000 inhabitants (Medium-Sized Towns Programme, 2005-9)

Source: (Hamdouch, et al., 2017)

In addition, case studies should have potential in terms of creative interventions to seek in order to investigate through hypothesis and research process. Also, quality of life, historical and cultural heritage, art and culture organization, variation of education, socio-economic diversification, number of creative activities and presence of creative milieu are considered in selection of the case studies.

Chapter 2: Creative Approaches of SMSTs in Europe and France

Introduction

In EU countries context, local state expenditures rose from 31% to 34% of general government expenditures (GGE) between 1990 and 2007. This data is quite important to explain new trend that shows clearly the importance of sub-national governments. By increasing decentralization local governments have become stronger than before by reason of finding and diverting new economic tools have been significant issue in order to develop territorial development. In this context, the importance of creative sectors, entrepreneurialism, culture and tourism have increased gradually. So, in this chapter, the role of the creativity and innovation will be handled exemplary in European and France scale. The impact of creative sectors and how small and medium sized cities would try to be more attractive in order to attract human capital and companies.

In the report Ismeri Applicata (2010), the increase in revenue has exceeded in increase of expenditure in sub-national level of EU countries and it shows us that there are potential in sub-national level in EU countries and in France case sub-national level profit has been increased during the research process. This data is important to see the role of sub-national in whole economy and the important question should be asked like 'what is the impact of creative sectors over this increased trend?'.

A comparison of the change since the early 1990s in sub-national expenditure relative to GDP and in sub-national revenue reveals several interesting points. In around half the EU countries, both sub-national government revenue and sub-national government expenditure have increased relative to GDP. In some of them, the increase in revenue has exceeded the increase of expenditure, so that there has been a potential expansion of financial means available at the sub-national level. This is the case in Poland as well as in Belgium, Sweden, France and to a lesser extent, Spain and Italy. Along the research, the impact of the creative economy and innovation have been tried to investigate through local (re)-development. Increasing of expenditures and revenue of the sub-national government could be as a positive data for the small and medium sized cities. In addition; evolution of the local policies should be pursued about what is the contribution of new policies for increased revenue and expenditures.

Main Strategies and Policies of EU countries

European Union could be key factor for small and medium sized towns because of their strategies and policies throughout art, culture, creativity, innovation and territorial development. European SMSTs could take advantages of EU's opportunities by creating new projects and organizations and also economic benefits that is funded by EU.

EU had been considered metropolises, city-regions and larger regions areas that were main driver force to provide economic opportunities on global scales. However on the other hand, development of SMSTs had been less considered in EU's spatial policies. End of the 1990s, EU's spatial strategies and policies were changed (Hamdouch, A., et, al, 2017). The linkages have become more effective between policies and interventions with strategic spatial policies.

According to the ESPON (2013) EU's policy concept, there are several headline are defined for SMSTs; (1) the position of national and regional government in order to address SMSTs' requirements to have benefit from EU's funds, (2) multi-level governance in order to reach sources and projects, (3) mobilization and partnership with local stakeholders in order to bring together local knowledge and

resources, (4) level of adaptation with territorial policies in order to compose adaptable strategies, (5) working collaboratively with other towns, (6) level of resources that are investigated by local authorities, (7) identification of local dynamics and functional relation to create appropriate policies and strategies, (8) role of actors who has position to steer policies and strategies in terms of having efficient process, (9) the case of 'local identity' that is crucial to create embedded socio-economic background, (10) provision of appropriate employment, housing and service opportunities in order to avoid losing population and attracting new people and (11) participation of private sectors on socio-economic development process. These are fundamental outcomes which are analyzed over 50 SMSTs from Europe. The concerns and goals (having adequate life condition, finding solution on social and economical problems and more or less environmental and ecological issues) of SMSTs are quite similar but the way that is followed by towns are different as it can seen in outcomes. Because each city has basically different potentials and potentials, the point that should be highlighted is how actors have been reacting according to the internal and external factors. Level of ability should be handled as a accumulative process in face of factors.

European Union strategy and polices included wide range of urban creativity for SMSTs and they define three main questions. First question; they considered about variation of roles and function that increase the performance of SMSTs such as; providers of employment and growth and services of general interest. Second question; is about the potentials and barriers for development of SMSTs in different territorial contexts and the role of the policies which develop the potentials and diminish the barriers. Third question; is about governance and cooperation arrangements to enhance the development of SMSTs and their territorial and regional contexts (ESPON, 2013).

According to the EU' reports there are two main subjects which should investigate for EU. First one is directly about SMSTs could play effective role in territorial socio-economic development and second one is how SMSTs have relation between in their territory and larger cities. These two subjects show us that SMSTs should tackle in territorial hierarchy (ESPON, 2013). So, territorial context is another key subject in terms of local development and creative activities sectors and economy could encourage territorial context depending on its features. This is because the creative economy has larger and stronger interaction than other sectors.

Much of new development models such as; smart cities, green cities, sustainable cities, health cities and cultural capital cities have been implemented to cities and these concepts have been focused innovation commonly. In addition, human and social capital and modern infrastructure is core of the concepts. On the other hand, European spatial development perspective in 1999, they supported polycentric development, balanced spatial development, urban-rural partnership, trans-border cooperation. Today's policies of EU are focused on creativity, innovation and embeddedness. So, EU's policies and strategies seem as long-term oriented and having long-term policies will be crucial subject for local governments

There are two conclusions of institution level in Europe. First, national government policies significantly affect performance of cities and second, cities perform better where national, regional and local policy-making system is horizontally and vertically aligned. Also, economic actors and public authorities would affect government policies and sometimes, it might create new policies.

There are three main ruling bodies in the EU these are namely, The European Regional Development Fund (ERDF), The European Social Fund (ESF) and The Cohesion Fund. So, SMSTs should take advantages of these associations in order to avoid economic sources.

In the changing economic conditions, EU recently reviewed innovation polices that gradually defined by non-technological innovation, experience and quality of life concerns (G. Hagoort, 2010). This new line of vision would encourage innovation process that is linked to creative process. The outputs that come from creativity could be used as an input for innovation and in this context, EU diverted its policies. In this context, local government should review of their policies in parallel of EU's policies and strategies. I draw general schema to show EU's innovation strategies (Figure 1) and how they created linkage between creativity and innovation and finally social and economic benefits for the cities.

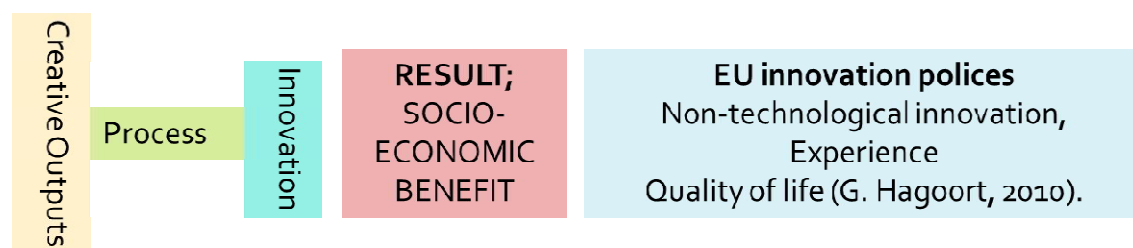


Figure 4: European Union innovation strategies for SMSTs

Another vital subject is about urban center of the SMSTs. The value of urban center is mentioned some scholar and their functional characteristics should be enhanced instead of focusing its value such as; population size, density or growth. Usually SMSTs' centers serve to core of the city and its hinterland villages but, there are wider territorial reach serving and transnational companies in larger cities case. Consequently, city centers could be more multifunctional by increasing creative sectors in SMSTs because, creative sectors have wide networks in national and international level (ESPON, 2013). In scope of my observation Blois and Bourges have empty shops in the core of the centers and this subject have been seen as problem for SMSTs, insomuch as it is included to France national strategies to strengthen of SMSTs' city center; is called 'Action Coeur de Ville' which re-dynamize during 5 years in city centers. Consequently, urban center is the core of the urban creativity in terms of providing services and infrastructures. The vibrancy of the city center and inclusion of the services for different interest groups will increase the diversity of the city.

The Value and Features of Creative Sectors in European Economy

There are various researches to understand of value of creative sectors in Europe and they show different indicators to understand role of creative economy by comparing other economic sectors.

There are different kinds of creative sectors and these are defined 11 different sectors and according to the KEA report, creative economy generated around 2.6% of the European GDP and employed over 5 million people who work in creative sectors in 2003 indicators. After 5 years research that is estimated by Terraconsult, creative economy generated 4.5% of the total European GDP. So, creative economy has been increased 57.7% during 5 years and this indicator is telling us why creative economy is quite important to avoid economic deceleration.

Table 7: Creative Industries employment ratio and portion of total GDP

	UK		FRANCE		GERMANY		ITALY		SPAIN	
CREATIVE INDUSTRIES	VA	JOBS	VA	JOBS	VA	JOBS	VA	JOBS	VA	JOBS
CORE	6.2%	5.4%	4.9%	3.7%	4.2%	4.1%	3.8%	3.6%	3.6%	3.5%
TOTAL CREATIVE INDUSTRIES	9.6%	9.2%	7.5%	6.2%	6.5%	6.9%	5.9%	6.1%	5.6%	5.9%
CREATIVE EMPLOYMENT (million)		2.7		1.7		2.7		1.4		1.2

Source: (Terraconsult 2010)

According to the Table 5, the average proportion of these 5 countries is 7.02% of the total GDP in 2010 and the rise of creative sectors still continue. This indicator is the most powerful evident of creative sectors in economy and it is gradually increased year by year. However, we cannot explain whole benefits only from this indicator because there are intangible benefits of these industries and activities.

Distribution of enterprise among industries per size class, the small and medium sized enterprise that have 1-3 employers is 58.38% of total enterprises and which have 4-9 employers' proportion is 23.75%, 10-49 employers' proportion 14.93%, 49-249 employers' proportion is 2.49% and 250+ employers' proportion is 0.45%. (Eurokleis, 2009). So, the majority of enterprises which is 96.96% had consisted small and medium sized enterprises and micro enterprises. Local policies and local strategies are vital subject to increase creative sectors because, macro policies and strategies cannot reach micro level invariably. On the other hand, distribution of enterprises could be crucial advantages in frame of SMSTs because of majority of small and medium sized enterprises.

Another important data calculated that the division of creative sectors in terms of their employment capacity. In this context, fashion has the highest rate that is 31.41% of total employees, design has the second highest rate that is 20.12%, architecture is 10.74%, book&press is 9.89% (Eurokleis 2009). These four sectors have leading in terms of creating employment in creative sectors.

According to Eurokleis (2009) report, Fashion has the largest total turnover that is 247.189.494 TH Euros and Radio&Television is 155.192.531 TH Euros. Digitization of society and the ensuring digital market are the fundamental reason through rising of these sectors.

Consequently, role of the creative sector cannot be ignored and rising of these sectors is obvious. In frame of this research, it is not easy to find kind of detailed data in case of the SMSTs but, it could be analyzed methodically in order to impose beneficial policies throughout being creative city.

EU's perspective among art and cultural organization

European Union has been considering of providing art and cultural organization and the organizations that work with EU have list in EU internet sites. There are 28 art and culture associations in EU's network and the common aims and strategies of associations are namely; encouraging the exchange of knowledge, information and co-operations, advancement of Higher Education in the performing arts, primarily focusing on music, circus and street arts in the network,

put culture at the heart of public debate and decision-making, promote the role of culture in the EU's internal and external relations and so on (https://ec.europa.eu/culture/resources/networks_en).

In addition, EU composed Creative European program in order to help culture and creative sectors and the 400 million euros budget had been spent for projects and activities designed to protect and promote cultural diversity and heritage. According to EU's policies, there are three main subjects that is included to the program; (1) strengthening the cultural and creative sectors by encouraging specific skills and experience, (2) cooperation of cultural and creative workforce in international level to extent their projects and ideas and (3) operating cultural and creative organizations in order to create new professional opportunities internationally (<https://ec.europa.eu/culture/>). Also, according to creative Europe program there are 3118 projects that is completed/continued and we can see EU's policy and interventions in order to enhance culture and creativity.

Features of Entrepreneurs and Creative Sectors

Entrepreneurs are the vital subject for creative approaches to maintain of the activities and cities should understand features of them and make policy according to their needs in order to encourage them for new projects and ideas. Another critical subject is features of creative sectors and how it works. Local governments and local actors should be aware that how they work and what they require. There are some researches about these subjects that would be helpful to understand and some of them are listed in following paragraph.

The features of creative sectors have defined by scholars and these products/services are intangible assets, subjective in value and often projects based (G. Hagoort, 2010). This is analysis very vulnerable in terms of policy making which is created to support creative economy.

Cultural creative industries have clustered to three groups by The UK Technology Strategy Board (2009). According to the institution clusters are namely; (1) creative service providers that are traditionally subsidized (design, architecture, new media and advertising), (2) creative content providers that are mostly non-subsidized (TV and radio, fashion, games, music, film and books), (3) creative experience/creative original providers that are mostly subsidized (performing arts and visual arts). Firstly, we can see that performing arts and visual arts are mostly subsidized. Secondly, design, architecture, new media and advertising are traditionally subsidized. This indicator is important to understand value chain and financial routes of each creative sector.

Entrepreneurship has become significant part of creative milieu and EU has effort to encourage entrepreneur people in order to increase economic diversity. As a mean of entrepreneurship, who have creative ideas and pursue them in a commercial way to make a profit (G. Hagoort, 2010). There are common patterns between entrepreneurialism and creativity. Utrecht School of the Arts have sought whole of aspects entrepreneurs and culture and creative sectors in order to show impact of creative economy. In next stage we will see the value of creative sectors, employment, economic impact and potentials.

On the other hand, the entrepreneurial city could be help to solve many problems of the city but, place re-invention seen that more inclusive and more integrated comparing with entrepreneurial-oriented place promotion. On the way to becoming creative city, integration and inclusion are vital link between citizens and urban environment. Entrepreneurial approach should be defined carefully

in order to create better linkage between society and urban life. Therefore, features of entrepreneurial are crucial subject that has critical role in the creative system to create stronger linkages.

General trend of creative working class are part-time, temporary contracts and freelancing and non-conventional work (G. Hagoort, 2010). This issue could be investigated in order to define and draw common frame.

As a result, all these kinds of studies would help to create compatible policies as a raw material; however, local governments should analyze their specific subjects that make them different than other.

Creative Examples from European SMSTs

There are various examples from European SMSTs and each of them have specific tools for economic development and moreover, some of the countries have legal arrangements in order to support culture and creativity. These examples are quite significant issue along adaptation of new activities and new ideas.

Parades in Portugal; they focus industrial district with furniture manufacturing to coordinate new implementation such as design and innovation in downtown area. Design is the one of the most powerful tools for creative sectors and they combine with furniture manufacturing.

Manuta in Italy; they created Literature Festival which has successfully continued by including heritage sites and local traditions. The town becomes prime center for publishing and creative writing in the country.

Ruhr Metropole in Germany; they focused on empty and abandoned industrial building to transform new functions (Creative Quarters strategy). Regeneration of run-down industrial site has become an opportunity for creative local talents and it has provided positive impact to local economy.

Zlin in Czech Republic; they established holistic and strong creative region strategy which was underpinned by rethinking of local education system. The strategies have focused to nurturing, incubating and retaining creative talent in the city and region.

Sligo in Ireland; they composed creative tourism strategy that included heritage and literary traditions through the creation of a food and green technology cluster. Also, they included cultural and higher education institutions to the creative strategy.

Nuuk in Norway; city focused on bringing together the ideas by using visualization (art and culture), how ideas are combined and these ideas could affect to create new opportunities under rapidly changing conditions. First of all they created democratic dialogue about in order to participate all types of occupations that included artists. The fundamental aims are; (1) collective self-production of life, (2) knowledge we bring to its realizations, (3) one step at a time and (4) obtain through mutual learning. They have been learning from commenting on and working with diverse urban and architectural projects. In addition, they created some institutions (The Game of Tromso) which facilitated exchanging of the ideas and created legal framework. Charge of this experiment was a network of professionals and interest groups independent of local government and planning

authorities. The power of participation and cooperation are increased by leading local government's policies. The adaptation of legal frame which let to enable creative intervention is provided by public institutions.

The combined approaches from Denmark, is one of the important examples to encourage creative sectors. The country established new association is called the 'Centre for Culture and Experience Economy' by funded the Ministry of Culture and the Ministry of Trade and Business Affairs since 2007. The association significantly aimed; making connection between the CCI sectors and other sectors of economy in order to growth the creative economy. Another example from Austria, they have wide array of policy tools that support start-ups at local and national level in the country, in the other hand legal system of creative economy has been started to settled up in order to ranging from funding to consultancy. In case of Spain, 1- CCIs are now getting recognition in the national statistics 2- CCIs are incorporated in the plan for the Government (2008-2012). (G. Hagoort, 2010). These are examples of different initiatives in the frame of legal aspects at the national level, and the legal framework of culture and creativity has been increasingly growing to enhance social and economic development. In this context, local governments should elaborate on how to develop legal frame for culture and creativity and then innovation.

There are two kind of driving force for creative strategies in towns, first one is mayor's offices based which is governed from the offices and the person who is awareness of creativity' benefits and second one is community based which is organized by arts, heritage and culture and creative sectors institutions (L. Ghilardi, 2017). Driving of creative strategies is the significant issue towards being creative city and there are a lot of successful strategies as seen in examples from European towns. The central core should be investigated over how strategies and policies can be improved in frame of new social and economic order.

As a result, there are various strategies and policies according to conditions of the towns and the process is usually long term and annually organized. The embeddedness and singularity of the activity is the most critical subject because, when the activity reach adequate maturity, the benefits of the activity became regular and truthful in frame of contribution to local development.

Creative examples from France's SMSTs

First of all French territorial system has been changed over than three-decade years ago and they decided decentralization policies and interventions in order to support local and regional authorities on various economic and social issue such as employment, social affairs and culture. During the process inter-municipal territorial system have been adopted which is intermediate level between cities and regions. The roles of local governments have been increased in reason of changing on territorial system and policies have been started to discuss in different scales. In this context, France's SMSTs examples are given next paragraphs in terms of the creative policies and interventions by Hamdouch A. and his colic in 2017.

Châteauroux; the mission of the city is promotion social inclusion and coordinating social policy in the town and 4 key issues are defined by local government, (1) creation of university of the citizens, (2) isolation of old people to participate to the society, (3) increasing of the public transportation including in suburbs (mobility for all) and (4) town divided into seven sectors which led by community representatives, association and elected officials in order to improve neighborhood life. These main policies are correlated with middle and long terms processes and focused today's cities challenges

and problems such as; social problems, unemployment, quality of life and education. However, tools and methods are significant to be successful on ongoing policies. Participation, inclusion, cooperation and communication are used as crucial method in order to reach result of policies which is depended to process.

Vendôme; the most critical subject is defined as outmigration of young population and employment and social cohesion had been chosen as priority (local plans included the inclusion and employment, solidarity and health care centers, medical and educational institute and home for elderly). Helping people to find job, professional orientation and training services have been provided by institutions. They use the culture as main tool to attract and retaining population for citizens (wish theatre association). Improving the accessibility to the public services, they defined different prices to different income level of people and poorest families get the same services at lower prices. Similar considerations are seen like other France SMSTs but differently city is located 40 minutes away from Paris that is caused big a challenge to keep its young population.

Vierzon; urban renewal policy includes densification of neighborhoods, renewal of social housing, the rehabilitation of social housing, construction of new roads and residential areas and the delamination of green areas. To increase participation of residents, the local government created Junior Council (elected by students and pupils to response their requirements such as sport competitions and some other natural movement) and five Neighborhood Councils 2009 (elected by representatives, associations, businessmen and real estate professionals). Disability and Autonomy Center 2007 implemented new projects and included technological projects and innovative services in the domain of accessibility, telehealth, and disability Basically, city policies and interventions are diverted to increase quality of life, and it could cause positive results in the future in terms of attractiveness and participation on different level communities to the city's issues is very crucial to increase social welfare.

Issoudun; the city focused on culture to encourage social cohesion and to maintain of territorial population 75 new proposals are included in the new program in 2008 that included economic, social, educational, cultural and environmental issues. In addition, public transport (free within larger area) is selected to increase participation of citizens to join to sports and cultural activities. In education, they created vocational high school and musical schools. Culture is used as a main tool to avoid social problems as it seen in other cities. The program that targeted economical concerns is correlated with variation on economy and high level variety on economy could provide dynamic and strong in order to avoid economic deceleration.

As a result in frame of examples, the role of local government is having magnificent affect in terms of finding solution on socio-economic problems and challenges. Local government should lead to the citizens, commerce and different part of social groups. In this frame, principles which help to governing process should be defined very carefully in order to maintain policies and strategies. As mentioned above, culture (included heritage and tradition), cooperation (taking advantages on deciding and defining together), participation (spreading of responsibilities), solidarity (awareness of identity), are fundamental principles which help to governance of cities in frame of maintaining on policies and strategies that need time.

Finally, first vision of France, hierarchical and balanced territory had guided public investment towards SMSTs with aim of quality of life and boosting economic development. Spreading of the

vision to the local level is provided by contracts which are between regional level and local level. So, adaptable policies and strategies are vital issue between territories and towns in order to be sustainable.

Institutions System in EU Member States

There are four systems in EU countries; Federalized states, unitary 'regionalized' states, Unitary 'Northern' states and unitary states. In case of France, the institutional system is 'Unitary States' system and decentralization is dominant in the country after 1982 (ESPON, 2013). After that, state responsibilities transferred to the municipalities, departments and regions by transfer of executive powers. Finally, inter-municipal cooperation is discussed currently to re-organize of state services at territorial level. These three main steps are significant subject for SMSTs in France in frame of socio-economic development. However, the sub-national government system seems totally unpredictable. When we check the decentralization process of the EU countries, France have been continuing on decentralization over decades. As a result, understanding the system and development of the system should be well defined and improved. Sub-national government system is having vital subject in case of urban creativity that is considered as a solution on socio-economic deceleration. Each system has different governance schema and different legitimation through territorial system so, in frame of urban creativity should be considered as a system like governmental system.

In case of spatial hierarchy, SMSTs are identified three basic forms according to its functions by European Observation Network for Territorial Development and Cohesion (ESPON), first one is autonomous (or isolated) towns, second one is towns agglomerated with large cities and third one is towns networked with other SMSTs.

Definition of urban creativity

According to my researches, urban creativity is that how to live together, how to be socialize, how to create mutualism on social and individual networks. The responsibilities have changed as everything changes and sharing of the responsibilities is feasible in frame of creativity. Social and economic development are needed to develop together because both of them need each other in the cities so, urban creativity is an expectance to amend of cities problems or more than expectance. Urban creativity is directly related with humans' feelings, different viewpoint, sharing of knowledge and experience, adaptation of new socio-economic order in the cities. Flexible and comprehensive governance is the most important circle of creative city. Urban creativity should be tackled as a system that should be investigated over particular legal aspect. Creative city is the one can you use the potentials in the most efficiency way and these potentials are never limited because the human being is the focus of creativity.

Conclusion

European countries experienced a very heavy industrial period during 19th and 20th century but at the same time, they have played central role in case of innovation and creativity. De-industrial process which started after 1980s brought out new markets and new conditions in the cities such as; creative and innovative sectors. In this context, culture, art, historical assets, natural assets, improved life standards have been considered as significant tools that provides adequate quality of life and enhances socio-economic growth in the cities.

The importance of such activities is explained above and SMSTs with unique characteristics can play an international role which could have real impact over socio-economic growth. As shown in the examples, cities generally are evolving around the basic peculiar features and accordingly to this, strategies and policies are shaped around these peculiar features.

In frame of SMSTs; culture, art, creativity and innovation play significant role in EU's strategies and policies in terms of territorial development. Culture and creative activities not only have local or regional impact for the relative city; it also could have national and international networks depending on its ability. The power of these kinds of activities comes from its multi-scalar relations that have specific subject which could include different kind of groups, professionals and individuals. In this context as stated in the EU's strategies, SMSTs can play critical role in socio-economic growth for the governments and local policies must consider upper level policies and strategies and should try to take advantages economically and instructively.

Chapter 3: Case Study Blois

Introduction

Blois is located in the center of Val de Loire region between Tours and Orleans cities and 187 km distance from Paris. The population of Blois had been slightly increased from 1968 to 1990, and after 1999 the city had been losing population around 7% until 2015. The research will focus on the challenges and problems of the town and also local policies and strategies that supposed to solve and beat defined issues and challenges. Also, local government's networks with other associations will be explained in terms of participation of individuals and communities, cooperation in horizontal and vertical level and communication with national, regional, and local institutions. The current economic activities, tourism potentials, historical and natural heritage, art & cultural events, festivals, and quality of life are chosen as critical parameters to explain general issues of Blois case study. As defined in Chapter 1, creative activities have several impacts on socio-economic development and the position of local government will be determined according to my interviews and official internet site.

On the other hand, integration of presences to the local economy such as; Castle of Blois and Loire River and its surroundings have an enormous impact on socio-economic development. Also, survey questions which are asked to citizens will be an essential subject to appreciate the general situation of Blois in terms of awareness of citizens. According to the survey results, the policies could divert or re-define to create more effective procedures and strategies.

Creative Policies of Blois

First of all, local government has a primary role in making policy; decisions have been made slightly and carefully. This strategy is very crucial to avoid fast policy transfer, which is very dangerous for a creative city concept. The municipality has no rush to change structure very quickly, and their policies are sensible in terms of environmental issues, ecological concerns, historical and natural presences, and social issues. Local government is leading to supporting art and cultural organizations, which is an important subject to enhance social and economic life. However, each policy has a process (long-term, medium-term, and short-term), and according to my interviews and interventions, general policies are oriented to mostly long-term plans and strategies. In this context, Blois has the advantage to solve the city problems entirely in the future. According to the research hypothesis, which proposes each SMST should have specific policies in terms of their potentials and uniqueness so, Blois seems to be focused its magnificent historical and natural presences, and all policies should be suitable in a frame of this uniqueness. Secondly, the city aware of the importance of new economic initiatives and also, they are having cooperation between local economic actors to increase the financial aspect of the city. This subject will be explained next sections in detail. Thirdly, education is another vital issue which has ample space on their policy, and the city has granted %26 of the operating budget in 2017. This grant in 2017 could understand the importance of education. Besides, investing in education will give significant results in terms of having educated human capital, and it will increase added value in the long term process. Lastly, encouraging associations and cultural organizations, more than 300 associations are directly granted by the municipality and totally around 800 associations are having a role in Blois's life cycle. This indicator shows us that cooperation ability of the city is quite large, and this cooperation network will help to organize Blois. Also, the local government always supports art and cultural organizations by grants and technical

support. These are the general policies which will help to create a better social and economic environment in the city and which will help to reduce social problems and economic deceleration.

Interview: Blois Municipality (Franck Heyde-Betancourt)

1. Networks of associations with the local community; 4.5 million Euros grants to the association! What are the main policies of the municipality? What kinds of associations have benefits from these aids?

- Mostly cultural and sports associations are affected by grants (basketball teams (400,000 Euro), football teams (170,000 Euro) and theater in national level CEN Nationale). These main three activities have half of the budgets in its field. They have a network of little associations, in so many different ways such as; solidarity, international enforcement, and memory associations. The municipality has more than 300 associations that are financed, each of them are having different size of activities and having different size of finance. If the grants are over than 20,000 Euro, association goals must deal with local policies and should clarify what they did with the money. Also, there is another way to enhance associations without funding them, associations would set up their activities, and local government provide a place to maintain their operations, associations are responsible only for paying water and electricity bills.

2. The Agglopolys; agglomeration economy is essential to be a creative city, and Agglopolys has a crucial role in terms of territorial development, and Blois is in the center of this agglomeration, how do municipality work with Agglopolys in a hierarchical way?

- Agglopolys is just like a city; there is a different level of organizations; State, regions, departments, inter-communities, and cities. Cities are a member of Agglopolsy, and there are 43 cities in the territory, and Blois is one of these cities. People are elected to the Agglopolys, and they represent their city and mayor of Blois seats in the councils and vote for the decisions. Agglopolys is got competent for economic development with 90 people elected from all towns. Blois (representatives) take their part in strategies, in choices they make and Blois quite have significant influence because Blois is the most prominent city of the Agglopolys almost %40 of the council. And apart from this governmental organization, they have places where incorporates in the Blois territory, and they sell beautiful landscape to attract establishment by taking advantages of big enterprises such as; Delphi, Procter and Gamble and Mecanique Generale Blesoise. These enterprises are also part of the attraction in the territory to getting other enterprises.

Also, local government works with Centre-Val de Loire (with Blois representatives), Blois Commerce (council of people who represent enterprises, and they are also elected among enterprises) and Agglopolys to create a positive climate to attract enterprises.

3. The role of the local community in the development of art, culture, and sport; 4.9 ME culture and tourism, 2.4 ME sports, (%10.7 for these activities). How do these investments/aids return in terms of socio-economic development? How do you observe and measure the results of these activities?

- It is not easy to measure these investments; the returns could be less or more, but they invest in these activities because they believe it, and this is part of their strategy. For example; the municipality gives money to the Castle of Blois for new technologies, new exhibitions, new events, etc. And if the visitors are increased thanks to the innovations, returns will be back to the citizens

such as; tourist could stay longer, daily commercial activities would take benefits by increased tourists, finally when they put all this investment together they have some responses (292,883 visitors for castle of Blois, 93,085 visitors for Maison de la Magie). But, they cannot say 100% of investment turns back on physical intervention in the city.

4. What is the role of the castle for the city economy? Do you think that the castle is integrated with citizens? Besides, when Blois-Chambord cooperation is started? Who/which association is leading on the creation of this kind of collaboration? I think it's imperative having better and sustain connectivity between two incredible heritage, maybe it could give a new function to this direction?

- First of all, the castle belongs to the citizen, and it is governed by Blois municipality, this situation is infrequent because most of the castles are in the state's property or private's property. So, the castle of Blois is the real one that belongs to citizens, and links are very tight between castle and municipality. When they sell Blois destination, the essential reason is coming to see the castle because of its magnificent history (it had been built in three times, which is from middle age to classical time). Almost 300,000 visitors come into the castle and pay to get in except citizens of Blois since 2010 (because they pay taxes). They mention that links are very important because it is a cultural object, touristic object, and also object of pride for the citizens and the region.

In the other hand, Chambord castle is governed by state and to integrate two magnificent heritage, the name of the train station was given as Blois-Chambord train station. Chambord has around 1 million visitors per year, and sometimes they cannot have the best results to do integrated projects between two heritages. They accept that the connection must be increased and well organized especially for international tourists and they will increase the link organizationally in time because Agglopolys and Blois-Chambord inter-communality have the responsibility for the touristic development by making cooperation and it includes all touristic presences in the territory.

5. Evaluation of Policies over the last decade (governance); what have been changed on policies? What are the new implementations and policies to be more creative and innovative?

- They are aware of changing world conditions, and they want to respond and be suitable in front of changes. And their most pressing concern is sustainable development because of the ecological damages. When they in the decision process, they put the concerns that were not the case 20 years ago and ask this question 'do we make good chose and do we make the right decision?' to create a transform, develop, stop and implement. When they make policy and decision, the subject is questioned if it is part of their concerns.

7. Outmigration of the young population; young population leave the city, and the number of them is decreasing, what is the attitude of the municipality in the face of this subject?

- The city is surprised on INSEE figures, and they do not agree with the indicators, because INSEE changed the way they calculated the population of the county 10-15 years ago, and INSEE picks the part of the population and make calculation over selected people. As a result, city advocates that the number of students has been increased in schools and the indicators will be positive next years.

Also, most European countries supported localization in the countryside 30-50 years old people and today this model of development killing cities because of high infrastructure cost, increase private car using and pollution. But, the goals of the cities included medium-sized ones try to attract and make

those people come back to the city. That is the most important strategy cities have to do. Blois has this strategy, and it works, but it will take time. According to their calculation, next year population decrease will be stopped, and it will slightly go up.

8. New economic trends; are there new economic trends in Blois economy?

- There are active pharmacy sectors (Chiesi is the most significant company on research & development, manufacturing, and marketing). Everyday pharmacy sector develops new related products, and on the other hand, Delphi is another embedded company work on technology and innovation, approximately 1,200 employers work currently. It used to be produced only diesel motors, but it is changing because diesel is forbidden and against to environment. So, the company changed its policies and vision for the last ten years and moved to produce more sustainable products.

9. The identity of the city; what is the identity of the town? Such as touristic city, the cultural capital city or agriculture city.

- They cannot say that there is the massive identity of the town, but Blois is the nest of the country because when France became a Kingdom it was from this part and the identity of the Blois is the King's land. Furthermore, French langue is created in this region. Finally, identity could be called French basis.

11. The number of household size has been decreased gradually; do you think this is a problem for a social life?

- Firstly, they analyzed the situation, families are pregnant out, and divorces are increasing, people living alone (by many reasons). For divorced parents who have kids, even they live alone; they need a bigger house for their kids who live alternately. So, that's why the house of construction is increased, and the population is decreased or stable. For a social life, it is a real problem because of the increased divorce, because of internet addiction. This was not the case 30 years ago, and today, people do not want to go out. At which, suicide problems increase, alcoholic problems increase, and people afraid of each other. For the city, it is a real problem, and they support cultural and sports events to reduce these kinds of issues and to communicate and to get meet people in outside. Also, they organize a gardening movement to make people feel nature and soil to integrate people with the environment and keep them away from alienation.

12. According to the INSEE report, only %9.1 of people going to work by public transport in 2015, and %71 of people going by private car, is it a problem for the city?

- It is a change of mentality, if you drive 5 km away from you are already in the deep countryside for the Blois, this indicator is caused of national policy that was in 40 years ago, and this policy offered people to get out the city, and people get used to being outside of the town. And last 15 years they have been trying to convince people to live in the city by giving some reasons (average age of these people are old, and they need to be close to services especially health services). The mentality of people will not be changed easily, but the policies could help them to change their minds. However, they have public transport initiatives and created a free bus shuttle around the center ten years ago, and they are doing little by little.

13. There are several empty shops in the city center and people say that city center is losing its power in terms of attracting citizens, do you have projects or policies to encourage city center in order to make it stronger, in addition, there is national program called 'Action Coeur de Ville' which targets (re) dynamism of city center during 5 years.

- Blois is part of this program (Action Coeur de Ville). That is not the reality there are too many empty shops in the city center, and there are 25 empty shops in the whole city. There are several reasons for this situation. First one is that the shop has no activity, the second one is that the shop has no activity for the moment, it is going to come new business, and the third one is that owners do not want to rent it. However, this program that aims people to come back to live in the city center is going to encourage commercial activities in the city center. When more people live in the city center, commercial activities will be increased so; this program will help to local government's policies.

Blois is the member of this program

14. Next question is about the location of Blois in the territory because there are more prominent and attractive cities around and close to Paris, how the city is taking advantage of the location?

- Blois is located in a place that has **both advantages and** some difficulties, but being next to Paris is quite an advantage because there are people who live in Blois and working in Paris. On the other hand, there are retired people who live in Paris, and numbers of retired migrants are increasing from Paris because of proximity.

15. How do you support students when you are in transition to work life? And how do you help to vocational training association (bloasis)? Are there sufficient associations' works on this subject?

- The associations are supported by money, and these associations are not adequate because most of the people are not realize they exist. But these kinds of associations are not sufficient to solve the problem between the enterprise's requirements from employees and the education system. Because enterprises say that they do not need people who can speak six languages, they need people who can do a technical job, and education sector says that they create citizens and citizens should be involved to the world. However, two sectors are getting united little by little, and in the future, it could be changed positively because it is a national question.

Interview: Villes au Carré (Cécile Dublanche)

1. What are the financial sources of cultural and social associations?

The financial sources are only national government and regional ministry, they want to have financial sources from big companies but, they do not have any support from private companies even they are looking for from private companies. Territorial collectivities (public organizations) give money to institutions to survive them. 'La Caisse des dépôts' it's a national institution which encourages small institutions in the regions. Sometimes the government gives some mission and projects to associations to work on the task and they are paid for their work. The mission could include many projects, and we can understand how national strategies spread to local level among these associations.

Also, they help to municipalities to be more dynamic and attractive according to their study and projects. They also work with scientists, researchers, elected representative, citizens, and

professionals to build together the future of the city. In their project, they create digital solidarity, which helps people to participate in their projects and ideas, and they organize conferences to present whole projects and ideas to the public. During the conferences and these sharing events helps to inter-pleural to develop their projects by helping other professions. They bring together people who have the same interest and mission during the conference and make them work together and build their projects and studies.

2. What are the main reasons for the outmigration of young people?

The main reason for outmigration is young people leave to study and work. They consider and work in bigger cities, and after the end of their career, they usually come back to small towns for young families. We could understand that small towns have not adequate job opportunities. Most people travel to bigger cities to study and improve their self because education and job infrastructure are not appropriate in small and medium towns. And people when they want to come back to their cities, they cannot find a join in the professionals expect service sector job opportunities, but usually they don't want to work in service sectors.

3. What are the main problems with tourism?

The main problem of tourism is accessibility such as there are not many buses traveling from Blois to Chambord and it could be better public transport. Combination of other activities could be stronger than usual. Towns are getting better to be attractive among the development of tourism. In winter they don't have anything. People think that already tourists visit the city because of castles and historical monuments, and usually, local people believe 'it's enough' for them but last five years local government improve the communications to be more attractive.

La Loire à vélo, it is very attractive for a bicycle trip during the river and all over the world, and France people come to ride their bike and visit whole natural and historical heritage. Alternative tourism could be a good solution to be more attractive in cities like Blois and Bourges.

4. Do you think that culture can be a solution to reduce the alienation of people?

Culture could be a good solution to avoid alienation of people, but, it is not the main objective of culture it could be more efficient if you work on it. Older people with older people and young people with people that's why there are lots of isolations.

5. Do you think that the city center is attractive in terms of activities?

'Magasins vides' empty shops; it is a big problem of the whole of the country in medium towns because most of the cities have a big market in the skirt of the city and central government has a strategy that called 'Action Coeur de Ville' which re-dynamize during five years in city centers. Also, people chose to do online shopping, and this is another reason for empty shops in city centers. Besides, most cities have an inadequate car parking area, and people chose to go to big markets which are located in outside of the city that have large care parking areas.

6. Business Parks in France

They created business parks, but they don't know who is coming and who's for the business parks are built. And everybody does the same things everywhere, and it's not very creative, and it's not working very well.

Loir-et-Cher which is a group of cities (Romorantin-Lanthenay, Vendome, Blois), which had a big success in terms of economic development.

Also, specialization should be flexible because, people have their education but, they do not have an idea about other professionals, and it caused problems through integrating the professionals and society.

Operating budget on Blois

The local government has excellent transparency in case of operating of the budget for each year, and this principle creates great transparent governance, and this principle also helps to avoid wrong policies. According to the local government, the operating budget had been focused in different fields. For example, education had been granted 20ME averagely from 2015 to 2017, and for the long term, results will occur. Evaluation of budget is the core element to understand local policies. Also, each different grants/investment has a different value in each year; it means that policies have been oriented according to the city's needs

Table 2: Evaluation of operating budget in Blois Municipality

Operating budget in 2015; 77 ME Urban planning, public space, works: 30 568 273 € Education: 19,984,515 € Tourism and Culture: 6,686,174 € Sports: 3,659,344 € Security: 2,226,754 € Local democracy and associative life: 877 826 € Solidarity and politics of the city: 857 818 € Commercial entertainment: 461 154 € Digital City: 175,000 € Administration and public service: 15,900,662 €
Operating budget in 2016: € 68.2 million Investment budget: 20.7 million Euros Administration service public: 13 043 845 € Education: € 20,211,220 Culture and tourism: € 6,841,783 Equipment and public areas: 30 145 257 € Digital City: € 110,000 Sports: € 3,896,367 Local democracy and associative life: 668 231 € Business development / commercial actions: € 543,785 Security: € 4,401,048 Solidarity health / city policy: € 1,056,982
Operating budget in 2017: 68.15 million Euros Education : 18.4 million Euros Culture, tourism : € 4.9 million

Grants to associations : 4.5 million Euros Cleanliness : 2.6 million Euros Sport : 2.4 million Euros Prevention and security : 1.8 million Euros Investment budget: 19.8 million Euros, of which: Major projects : € 6.7 million Saint-Vincent-Gare: 3 million Euros ACVL: 1.8 million Euros Urban development and renewal: 1.5 million Euros Balzac Gymnasium: 0.2 million Euros Digital school: 0.13 million Euros Digital city: 0.11 million Euros Adjustment of the public space : 1 million Euros Renovation of built heritage : 2.5 million Euros
Operating budget in 2018: 69.1 million Euros Investment budget: € 21.7 million, of which: Saint-Vincent-Gare-Médicis: 3.65 million euros Education: 3 million Euros ACVL (avenue Wilson): 1.8 million Euros Urban development and renewal: 1.5 million Euros Rehabilitation of the Balzac gymnasium: 1.2 million Euros Rehabilitation of the Traoré gymnasium: € 0.15 million Reconstruction of Mandela school group - Croix-Chevalier: 0.6 million Euros
Source: (https://www.blois.fr/3137-budget-2019.htm)

Education perfective of Blois

Education is one of the most basic local policies, especially in the face of demographic changes in the city. Youth policy has an essential role in attracting and keeping the young population in the city. Education has focused on global level projects, and it is based on diversification. The city seriously supports young people from 11-18 years old, and they provide different opportunities and training. Besides, young people (from 11 to 25 years old) have been supported for their projects to offer their participation in local and civic life.

Table 3: Youth spaces for over 15 years old in Blois

Jorge-Semprun Area	- Support for projects, reception / relaxation area, participation in events, futsal workshops, theme nights
Espace Ressource La Fabrique Area	- Accompaniment of individual and collective projects, association creation, European voluntary service, youth council, international projects, summer job forum, spaces for artistic practices (dance, visual arts, video, graffiti, music), participation in events such as BdBoum and the Rendez-vous of History
Espace Quinière	- Support for projects, visual arts, sport, dance, meetings, hip-hop, theater to foster their journey towards independence and conquer a place in the local and civic life.

Source: (<https://www.blois.fr/428-espaces-jeunes.htm>)

Blois Economy

The economic activities are diverted to the high added value activities such as computer services hub, automobiles, pharmaceutical-cosmetology, and agrifood business. The leader firms are Poulain chocolate bars, Delphi's HDi injection system, Paul Prédault ham, Procter & Gamble's Herbal Essences shampoo, Sisley cosmetic products, and Valéo headlamps and these companies have %60 of employment and working international and national scale. Especially last 20 years, they started innovative economic policies on creating a business real estate. There are three main business villages namely; Village of Arrou (1,000 m² offices and business premises), Village Bégon (1,000 m² of offices) and Lapérouse Village (1,700 m² of business premises). In the case of the industrial sector, three significant sectors are leading to the industry today. These sectors are automotive industry (automotive industry (Delphi, Valeo, Senior, HDI), pharmacy and cosmetology (Procter & Gamble, Depolabo, Lavoisier, Sisley, Chiesi, Alkopharm), and agribusiness (Poulain -Cadbury, Germanaud-Prédault, Gourault, Boyauderie Blaise, Sologne fresh). Finally, peri-urban agriculture, short circuits, and organic farming have been supported by agglomeration (Agglopolys).

There are two main job appointment forums in the territory to create an opportunity for employment and promote the region to attract new business. First one is 'The Jobs Summer Forum' which has been organized in the last ten years and last year more than 1.000 jobs were offered to the young people in the Blaisois area. The second one is 'The Employment and Diversity Forum' has been organized since 2009 to bring together companies and employees with cooperation between city, region, and state.

Economic associations in Loir-et-Cher region

Regional and national level associations which targeted local development are an important subject in the territories, and they provide holistic opportunities to increase economic dynamism. There are several associations which have missions and aims in the region; these are namely: Job 41 (<https://www.job41.fr/>) which brings together employers and employees in the internet site. Six hundred companies/recruiters have published offers, 1,200 positions are proposed, and new offers are published every day, 3000 beneficiaries of the RSA are already registered, 1,300 complete CVs are directly accessible, seven recruitments take place each week on average, 1,300 connections were generated between candidates and employer. The second one is The French Building Federation of Loir et Cher (<http://www.ffb41.ffbatiment.fr>), which organize meetings that bring together artisans and business leaders from all the state bodies and councils. Also, the federation promotes professions, especially among young people. Thirdly, BTP CFA Loir-et-Cher (<http://btpcfa-centre.fr/index.php/accueil-loir-et-cher>) which provides training courses to people to adapt to professional life. The association gives 550 apprentices training each year, and it has 1.100 trainers capacity. Finally, CPME (<http://cpmecentrevaldeloire.org>) is the national scale association which represents small and medium-sized enterprises. They actualized more than 200 events in a year in the regions to share useful and concrete information among development, financing, partner search, legal support, collection, and networking.

Co-Working spaces in Blois

The 21st century requires new talents and abilities from people, and co-working spaces are quite crucial in terms of sharing and producing knowledge, ideas, projects, and initiatives. There are several enterprises which contribute value to the local economy and provide technical and

management issues for people. Blois has a significant advantage because of having these kinds of enterprises to reach innovative action. The innovation which will be useful for the society is targeted for the creative city, and co-working spaces might have innovations at the local level and on the global level. The context of co-working examples (see Table X) are composed of creative hobbies and handicrafts, and it will help to regenerate of people. Usually, they purpose training, activities, cultural and artistic workshop in public, private, and professional context. Also, people have a chance to develop their creative techniques, creative perception of situations, creative process, creative analysis, and creative research platform. Also, people have the opportunity to make events, exhibition, or artistic-cultural events. In the case of the research, these places have an initial role in allowing the creative class and attracting new creative people to the city. Co-working spaces are critical to compose creative milieu, which is targeted by a creative city. Finally, the local government has secure communication and cooperation between these associations to enhance creativity.

Table 4: Co-Working spaces in Blois

BABETH CREATION	1 Bis r Daybreak, 41000 BLOIS	creative hobbies, handicrafts
ART'ELIER OF THE CENTER	43 r Franciade, 41000 BLOIS	creative hobbies, handicrafts
The Petit Atelier D'isabelle	8 th Pierre de Blois, 41000 BLOIS	creative hobbies, handicrafts
CREA-PATCH BLAISOIS	9 pl St Louis, 41000 BLOIS	creative hobbies, handicrafts
CREAT'HOME	43 r Franciade, 41000 BLOIS	creative hobbies, handicrafts
Cooleurs Loisirs Créatifs Passion Member	46 Bis rte Nationale, 41260 THE SAINT VICTOR PAVILION	creative hobbies, handicrafts

Source : (<https://www.pagesjaunes.fr/annuaire/blois-41/loisirs-creatifs-travaux-manuels>)

Role of local government in terms of branding on local production

Local production and crafts are crucial tools of the local economy, especially for SMSTs and cities are looking for new economic initiatives which are integrated into new economic order in order to revive the traditional commercial market. Role of the local government comes out on branding and managing of conventional production. In the case of Blois, the municipality created B-Blois (Brand Blois) to organize and transport to the markets in the city and territory. This subject has a vital mission in terms of local identity.

Tourism in Blois

Tourism is major the most potent tool for the local economy in Blois that has magnificent historical monuments. However, city aware of tourism should be well integrated with other touristic destinations in the Loir-et-Cher territory and Val de Loire region. In the frame of dealing with tourism strategies, each level of the institution has a role in attracting and keeping more tourist to the region. In the case of Blois, tourism might be more diversified to convince visitors to stay more days. City center functions should be diversified in terms of the entertainment sector to have a live city for evening and night. When hotel capacity and historical potential are compared, accommodation capacity (see in Table X) seems weak even though there is private renting home (Air BnB, averagely there is 20-25 rooms).

Sustainability and ecological development are the first principles for Blois, and in this context, ecolabel hotel was constructed which has 120 beds capacity, one of the 92 ecolabel hotels of France, consideration of ecology, one of the international network. This initiative is a crucial example in order to have a role on the international level, to be more innovative, to be more attractive and to help the

advertising of the city. Another important example is the cycle route between all historical and natural monuments along the river for the Blois and Chambord visitors. The creative city should propose alternative options that compose variation, and these examples will be vital issues of the creative city to increase diversity.

Blois and Chambord tourism cooperation

There is cooperation between Blois and Chambord in the tourism office and working mutually. This is a very creative initiative in order to present all historical and natural presences. When tourism office internet page is examined, there is a lot of useful information in case of visitors, and they can follow activities, organize their trips; realize other monuments in the region, booking for hotels and restaurants. Finally, visitors could have a mobile app and reach any information on the territory. So, as research discussed several times, cooperation is the critical subject for the creative city, which helps society to be more efficient. In this context, Blois has significant advantages to share knowledge and responsibilities and puts holistic development for the territory.

Table 5: Number of capacity of hotels and collective accommodation in 2018

Hotel (room)	974
Tourists residence (bed)	186
Youth hostel and sports center (bed)	220

Source: (INSEE)

Historical and natural monuments and green spaces

As research discussed in the first and second chapter, the importance of historical and natural monuments compose the potentials in terms of the creative city and this part of the title will focus on monuments and green spaces. Perceiving on the value of the presences should be understood by local actors even by citizens. In the case of Blois, the local government emphasizes on how these presences should be used and integrated for all local aspects. According to my interviews and observations, history and nature are under protection with conservation plans, and they have specialist professions for each subject in case of history and nature.

First of all, the strongest historical monument is The Château Royal de Blois in the city, and it has remarkable economic benefits for the citizens and commercial activities. The most striking subject is that the castle belongs to the local government so, the castle belongs to the citizens, and it is directly governed by the municipality. About 300.000 visitors visit the castle per year however, local government and castle administration is working to increase this number of visitors. In the case of citizens, the municipality had a decision which led Blois citizens to visit the castle for free to integrate citizens with the castle since 2010.

How historical and natural resources could be used in an efficient way for local development? This question is still important, and actors have been work for a long time as research discussed in the first chapter. In the case of Blois, there are strong presences (see Table X) which link history and present. Local actors have a crucial role in order to functionalize of these presences, and most of the presences have a different function beyond using as a touristic place. These significant presences are supported by activities which have an initial role in each aspect of life. For instances; a community would actualize organization in Blois Castle according to their concepts. Besides, archeology, which is the most important brand of history, is integrated by education that will set up embedded milieu.

Table 6: Historical and Natural assets in Blois

- The Château Royal de Blois, residence of the French kings and queens - Maison de la Magie: enter a world of illusions - La Loire River and its region, royal city in the heart of the UNESCO world heritage site since 2000 - Green spaces and gardens; The gardens of the former bishop's palace, Rose Garden (Bishop's palace garden, place Saint Louis), Garden of the Senses, King's Gardens (Jardins du Roy) and Garden of medicinal plants - Trips; Trips along the Loire in a "futreau" (small flat-bottomed barge), The Loire on a bicycle (Loire à vélo), Les p'tits clous: explore Blois on foot, Blois by Segway, Hot air balloons and Carriage rides - Other remarkable sites; Saint-Nicolas Church (12c-13c), La Trinité Church (20c), Saint-Saturnin Church (15c-16c-17c), Saint-Saturn Aître (16c), Saint-Louis Cathedral (10c-12c-16c-17c) and Jacobins Convent (15c-16c-17c).

Source: (<https://www.blois.fr>)

On the other hand, services and infrastructures should be adequate for events and organizations in the city in order to be an attractive city and Blois has diversified meeting spaces for interest field. Local government is working conscientiously to provide adequate services (see Table X) for communities in each sector or areas. They established Blois-Congress association wherein can be organized conferences, meetings, cocktails, and shows.

Table 7: Particular meeting spaces in Blois

THE GRAINS HALL	- One 800m² hall for up to 1,000 people, an auditorium equipped with 630 seats and five sub-committee rooms for meetings of 20 to 90 people depending on the modulation of spaces.
THE ROYAL CASTLE OF BLOIS	- Gaston D'Orléans Room: from 100 to 200 people capacity - Conference Room: from 100 to 250 people capacity - Rotunda Room: from 50 people capacity for pre-meeting or for small group of people - Korevo Room: from 80 to 150 people capacity
THE HOUSE OF MAGIC	- Theater: 360 seat capacity - Rotunda: 80 people capacity cocktail salon - Room illusion: 100 people capacity for shows - Foyer Méliès: 180 people capacity (large open space)

Sources: (<http://www.blois-congres.com>)

Table 8: Main museums in Blois

Museum of Natural History	- It was built in 13 th century and in 1983 building started to use as a museum for public and for school programs
Museum of Fine Arts	Since 1850, it is established in the Royal Castle of Blois
Museum of Resistance	Created in 1995 on the initiative of former deportees and resistance fighters of the department, brings to life the whole history of the Second World War
Museum of Religious Art	The museum retains both works of obvious artistic interest and objects of no great commercial value, but witnesses to popular piety over time

Source: (<https://www.blois.fr/47-museum.htm#contenu>)

Co-operation between local government and association in order to be creative city

The critical role of local actors is the engine to be a creative city, and cooperation is the key issue to avoid social and economic problems in SMSTs. Larger and metropolis cities still keep the economic power all over the world; however, the role of the SMSTs is significant to maintain economic, social, and demographic balance in the countries. This stage will investigate the role of cooperation between local actors vertically and horizontally in order to understand how local actors and institutions work together. What are the common policies? What are the territorial policies? What kinds of collaborations are existed in the territory? How local government support local institution to encourage urban creativity?

According to scholars, most urban studies focus on metropolises, and small and medium cities took the results from these studies to integrate it. Creative approaches should positively affect to investigate/develop to the SMSTs. However, SMSTs could provide better living conditions and job opportunities without sufficient infrastructure to face intense economic competition (Hamdouch, et al., 2017). A lot of SMSTs have been trying to be attractive to avoid economic deceleration, losing population, unemployment, and social problems. In Marignane which is located in the Provence-Alpes-Côte d'Azur region of France, they try to keep the local agents and associations within the territory and municipalities and institutions shared a common vision of the territory (Hamdouch, et al., 2017). These policies are listed; (1) improvement of infrastructure, (2) re-specialization of manpower skills and capabilities and (3) aggressive territorial marketing through, for example, subsidies and tax cuts offered to investors. And they focus on creative hubs, creative activities, and innovation perspective of establishment and institutions. Creativity and innovation are not only producing something subjective; it should be tackled as a system which could be beneficial to whole economic and social order. Therefore, cooperation and collaboration should be seen significantly part of the system.

Case study Blois, first of all, the local government has a central role in organizing the public and private institutions. Local government provided 4.5 million Euros (%6.8 of total operational budget) grants to associations in 2017, and this indicator tells us that the role of associations is essential to spread policies and create a shared vision. There are almost 800 associations which try to provide better living conditions in Blois. Variation of association could be an advantage through being a creative city, and all associations had met in November 2009 in Halle aux Grains to assigning all the vitality of the local associations. This is the most obvious example of cooperation and collaboration between actors. As another example to explain level of collaboration, local government is having bridge role in order to provide sort sales routes for domestic production between producers and consumers in addition, they have been marketing of products by displaying the products such as; Organic herbal infusions, Craft beers, Carafes "The Water of Blois", Perfume, Handmade umbrellas, chocolates, biscuits, honey and wines. Promotion and branding missing had been given to another association called B-Blois (brand Blois), and this association support the local economy and try to spread marketing over city and territory (<https://en.blois.fr/283-some-key-figures.htm>).

The importance and diversity of the activities

In this title, several associations are given with its activities. As seen in the table, the variation of activities is quite rich, and opportunities are large for the citizens. Also, social development is the one biggest challenge for cities, and these kinds of associations are significant opportunity to be socialized. In general, organizing events, discovering the talents, calling for new projects, giving educational courses, and promoting cultural diversity are the main policies of the associations. Besides, according to my interviews, associations work in cooperation for the organizations and events, and they share their experiences and services.

Table 9: Festival and events in Blois

Festival&Event	Explanation
Lyres d'Été Festival https://en.blois.fr/290-summer-festival.htm	Included activities; concerts, street theatre, stories, themed walks, films, dancing and plastic arts initiation, circus, magic, fencing, astronomy, as well as relaxation sessions and nature observation.
Winter festival	Specialized particularly Christmas celebrations that included; a sledge run for small children, a real Christmas market, films, magic, music, themed events.
Contemporary Dance Festival	A special discovery time, a strange, unusual weekend, when dance is combined with other arts.
Bd Boum	The autumn comic strip festival.
The Rendezvous of History	Interaction, discussions and entertainment between historians and the general public.
Urban dreams	Breakdancing, rap, slam poetry, graffiti, DJs (2010).
Workshops win the day	Over 50 Loir-et-Cher artistes exhibit their works over a weekend (1999).
Chinese film festival & Italian film festival	Create a cultural link between France and the countries on the Asian continent and reach a wide public (2007)
Carnival	Inviting a large number of artistes who parade through the streets, sharing the carnival spirit with all (1993).
Mix'Terres	A festival of intersecting arts; music, dance, modern circus.
European Heritage Days	Gives people the opportunity to glimpse the unity and diversity of Europe's cultural heritage.
Music festival	Brings together professionals and amateurs.

Source: (<https://en.blois.fr/290-summer-festival.htm>)

Table 10: Publishing in Blois

Publishing in Blois	
Magazine30jours (http://magazine30jours.fr/)	Publishing for local outstanding, shows, events and hobbies.
Loir-et-Cher (L'ÉPICENTRE) Newspaper	Local newspaper includes Vendome, Blois and Romorantin-Lanthenay cities and it is about local economy, local entrepreneurship, society and culture and leisure.
BloisMag	About local democracy, carnival, security and economy.
Art school of Blois	Art school of Blois, Art school of Blois, Art and Recycling

Interview: Mais De Begon (Gordana Gradojevic)

Mais De Begon (public-private association) is one of art and culture association which to promote cultural diversity as a non-profit association. The association is funded by the central government,

local government, and private company's' aids. The association has profited by giving courses such as dance, music, languages, etc. Each month the concerts and shows are organized with 300-400 spectators and two festivals are held each year with 5000 spectators for each. They promote solidarity and giving opportunities for young people and house women to discover themselves and improve their talents. Also, they have high linkages between other art and culture association to enhance events and projects. Citizens could go to association with ideas and projects and improve their skills and make a profit. For example, they discover new recipes from different countries and sell foods which are made by Blois women. They come together and work on some ideas. This instance increases the interaction of women and creates loyalty in the long term.

Vertical cooperation

Tourism development agency (ADT) Val de Loire (Orleans, Blois, Amboise, Tours, Saumur, Montsoreau and Angers) city council defined six principles through the development of the tourism and its integration to the region in order to develop the local economy. The main principles are namely; (1) promotion of the tourist destination and communication, (2) the collection and processing of tourist information, (3) Network animation and intermediation, (4) the qualification of the offer, (5) observation and (6) information and intelligence.

Blois has active cooperation with twinning agreements with other international cities, and firstly, it was started in 1963 with two cities and they maintain twinning partnerships. There are seven cities (see Table 11) which already signed up for the partnership in terms of organizing activities, school exchanges, trips to know each other, exhibitions, cultural exchange and sharing experiences and knowledge to enhance each other. Finally, Blois governance borders are flexible in terms of extension; this governance discernment provides different opportunities in highly competitive territory.

Table 11: Blois cooperation and partnership cities from other countries

Blois - Lewes (GB)	Twinning (1963)
Blois - Waldshut-Tiengen (D)	Twinning (1963)
Blois - Weimar (D)	Twinning (1995)
Blois – Sighisoara (Romania)	Twinning (1995)
Blois – Urbino (Italy)	Twinning (1999)
Blois – Cacerès (Spain)	Twinning (2009)
Blois – Hué (Vietnam)	Twinning (2007)
Blois - Meknès-Tafilalet (Morocco)	Cooperation (on the process)

Source: (<https://en.blois.fr/281-international.htm>)

Tourism office of Blois and Chambord

Two cities have essential tourism capacity, and they combined the activities beneficially. Combined tickets and Blois-Chambord application (www.bloischambord.mobi) options help to the branding of historical assets and provide working organizationally. There are 14 castles which are governed by the association and leisure activities are organized regularly. Also, eight tourism offices work together in the territory. This collaboration is quite valuable in terms of cooperation that enhances territorial development.

Conclusion

First of all, Blois is in the tremendous competitive territory, and in the face of this high competitiveness, the city has active cooperation between its agglomeration (Loir-et-Cher territory) and Val de Loire region (Anger, Tours, and Orleans region). In the city level, local government collaboration all works with other communities and associations to have different ideas from different part of local actors. For instance, the local government grants to associations to survive them, and associations (public, private, and public-private) produce different kinds of activities/jobs with diverse groups of interest to increase the variety of the organizations in the city. So, the local government can intervene in plenty of issues in the town by increasing cooperation.

There are various art and cultural associations, and they create considerable variation in terms of identity, leisure, sports, courses, training, etc. The whole of these activities helps to prepare 21st people who are required to achieve critical thinking, problem-solving, creativity, and innovation. For example, I visited one of these associations (Mais de Begon), and they bring together women from different part of society, and women are learning new handicrafts, new recipes (also, they sell the foods in the open market and make a profit), and get know new people from other communities. Finally, at least some parts of the citizens have an active role thanks to the association.

Besides, the local government has a necessary effort to increase the quality of life. According to my interview, which is actualized with the municipality, they have been working to diversify public transport, and to reduce private care using. Also, all the policies and decisions are examined in terms of sustainability and ecological concerns. So, these are positive parameters in terms of a creative city perspective.

Consequently, Blois has different potentials such as historical sources, natural sources, adapted economy, large associations' networks, cooperation habits and taking care of art and culture, which might be a part of the solution on the 21st challenges and problems.

Chapter 4: Case Study Bourges

Introduction

Bourges is located in the geographical center of France in Cher Department, and it is the capital city of Berry province and the third largest city in the Centre Region. The town is 250 km distance from Paris and 341 km distance from Lyon. According to the INSEE indicators, the population of the city had been increased from 1968 to 1990s however, between 1990s and 2010 the town had been lost %13 of the people, and finally, during the last seven years, the population of the city is almost stable (66.071 in 2015). The chapter will focus on general policies and strategies in terms of creativity, historical and natural heritage in terms of integration with the city, cooperation and participation initiatives, art and cultural activities, the variety of associations, tourism and economic situation of the town. Bourges is a central city of its territory and has a vital role for the surrounding smaller towns on services. In this context, the chapter will discuss how local policies and strategies are changed according to their conditions.

Creative Policies in Bourges

First of all, Bourges is the central city of the territory, and policies and strategies are considered from this frame. The city gives an extraordinary effort to be attractive to investors and habitats. Thus, numbers of various urban renewal projects have been increased for residential, commercial, financial and industrial fields, especially since 2005. Also, Bourges strategies and policies are oriented to be service and infrastructure center for the territory. Local actors aware of natural and ecological affairs and sustainable development include various rules and strategies. The city is opened to develop, but at the same time, they are cautious for natural and ecological concerns. Additionally, Bourges has harmful data in terms of public transport and traffic is private car-oriented. For this subject, they have a great initiative to reduce private car-oriented traffic and put different mode of transportation such as; cycling routes link the whole territory. Another crucial case is about using technology for public life to increase communication and participation. There is a city application, and citizens can reach all activities with free Wifi in the streets. Besides, social affairs have a vital role in Bourges's life, and there is a specific association which is into directly with education and youth, citizenship and crime prevention, employment and economic development, health, habitat and living environment.

Lastly, the local government puts a massive effort in terms of cooperation and participation, and this is a very critical issue to be a creative city.

Interview: BourgesPlus Agglomeration (Pascal Quenez)

1- What is the role of BourgesPlus institution in the territory?

We are an agglomeration in terms of urbanism, integration on the communes behalf. Communes make the demands and BourgesPlus formulate and give technical pieces of advice before submitted to the Mayor for approval. They are working more with institutions than associations.

2- According to the INSEE reports, only %6.9 of people going to work by public transport in 2015, and %75.3 of people going by private car, is it a problem for the city?

They are mostly trying to organize public transport to find alternative transport models. Currently, they are working, on a bicycle plan which will connect to all communes to the city center of Bourges and it was started in 2016 and construction process of this plan started in 2018.

3- How do you encourage new enterprises to invest in Bourges?

The institution has a responsibility to create a physical environment where enterprises can settle up their functions. Economic direction is responsible for encouraging enterprises. Bourges is very well known on weapon and military industry, and there are a lot of small and big sized companies. So they are trying to find new ways to attract the companies to work in Bourges.

4- How do you integrate the Cathedral with the city?

There is a unique plan (Site Patrimonial Remarquable) for the cathedral, and local government and specialist architect directs this plan to conserve the cathedral and its surround. Also, the level of the new constructions is defined according to the cathedral's level to protect its silhouette.

5- Evaluation of Policies over the last decade (governance); what has been changed on policies? What are the new implementations and policies in order to be more creative and innovative?

First of all, nature policies are present in their reflection as a new policy and working on public studies and public organization in order to be more ecological in construction.

6- According to the INSEE indicators, the capacity of the hotels is around 2000 visitors. Do you think that this is adequate for the city?

Hotels are used mostly full capacity during the year and accommodation sector is located mainly around the highway, and they are seeking to find a new location in the center with a different mode of accommodation and tourist welcoming places. The city center should be increased in terms of accommodation capacity.

7- How do you deal with the new economic structure in the city by comparing the last two decades?

Firstly, they try to find a new area to put new enterprises for more logistic and financial sectors and less industry sector. There is a very significant issue on closed old industrial structures in order to give new function or demolish and build new construction according to the needs. Currently, there are new constructions which will be included administration, economic, financial and university with new technology for new enterprises in the old military zone, which was demolished. Besides the integration process of new activities is ongoing to create physical linkages with the city.

8- Number of household size has been decreased gradually and 1.9 people for each living unit; do you think this is a problem for a social life?

The main reason for this indicator is people who live in the countryside, they went outside of the city three or two decades ago, and their children backed to the town. Automatically the number of household size is decreasing when families started to live in different houses. The most significant challenge is these people want to come back to the city center, but the homes in the center are not

suitable in terms of physical difficulties (especially small and perpendicular stairways for old/disable people. They are trying to find a solution for these people who struggle in the city center.

ORIENTATIONS SCENARIO D'ÉVOLUTION (BourgesPlus 2015-2020 Diagnosis Report)

Diagnosis: 1- the local government wants to attract more population. 2- Although outside migration of youth people, the potential of the attractiveness still strong such as housing stock, level of equipment and services. 3- Decreasing of household size 4- low household resources and substantial differences between neighborhoods and municipality. 5- They support to equal development between towns, (this could be relevant equity principle of the creative city). 6- There were various vacancy houses and stores in the center and they mentioned in the plan reports (this could be relevant affordability and tax 7- There is urban sprawl, but they protect environment and quality of life (it could be negative point in terms of compactness of the city because creative city needs more compact development).

Issues: 1- Development will be consistent with the Territorial Coherence Scheme (SCoT) (it means that development associations work together and cooperation principles of the creative city could be seen here). 2- Diversification of housing development to provide balanced spatial distribution (diversification is the main subject for creative city approaches, and this concern is a positive issue thorough being creative city). 3- Improving the quality of housing and recovery of vacant dwellings. 4- Reduction of land and energy consumption and strengthening of the social mix (this policy is very crucial to understand the vision of the local authorities, energy, and land consumption are also the fundamental issue of the creative city in terms of sustainability).

Orientation: 1- Reinforcing position of the Bourges as a central hub in the territory 2- Stop demographic decline 3- Purpose a complete residential infinitely 3- Fight against vacancy 4- Housing for each (this policy shows that local government wants to provide equality on life conditions for the citizens). 5- Urban spreading.

Evaluation of scenario: Local housing program and territorial coherence schema should be integrated (cooperation of the associations)

Annex: The city does not lose population anymore, and this represents the efforts of the city actors.

(<http://www.agglo-bourgesplus.fr/web/medias/files/Habitat/PLH/ORIENTATIONS%20SCENARIO%20D'EVOLUTION%20PLH%20Bourges%20Plus%20-%2013%2006%202014.pdf>)

Rapport d'activités SIRDAB Année 2017 (SCoT ACTIVITY REPORT)

By choice or necessity resulting from the NOTRe law (New Territorial Organization of the Republic), a new objective is imposed on the territories: to learn how to make a shared culture of tourist development. Thus, economic actors and other local actors must organize and collaborate to find work and communication bridges, combine new messages, and put in place indicators for an evaluation of the results. In the report, three influential policies are mentioned, the first one; to stem urban violence (participation of the citizens). The second one; open up neighborhoods and the last one; giving a real living environment to its inhabitants by developing social mix and a consumer center by reintegrating shops (this policy match with social development desire of the creative approaches). Besides, the report mentioned that the residential and overall attractiveness of

territory also depends on the cultural, commercial, and tourist offer, whose geographic component is fundamental. The agglomeration has programmed the realization of significant structuring equipment to operate a change of range in terms of the residential attractiveness of the territory and its attractiveness in general. This policy shows that city actors focus on cultural amenities to increase attractiveness.

https://www.sirdab.fr/wp-content/uploads/2019/02/RA_SIRDAB_20180227-v9.pdf

Bourges Economy

The economy of Bourges has been diversified last decades and new initiatives have been created into the economy. First of all, the Bourges economy was dependent on industry 20 years ago, and there was a substantial military industry that composed outstanding employment. Most of the industrial activities are left the city, but the city government has new initiatives to transform old know-how abilities. BourgesPlus Agglomeration has a range impact over the economy, and they support and share their experiences with all financial, business creators and investors who want to invest in the territory. The economic development is oriented to urban projects, universities, research, diversified industry, and technopole. The agglomeration has a regular event with inter-enterprise, which was actualized 23 times. And in the last event, there were four aims which are discussed with enterprises. These targets are basically, animate and act companies, mobilize around a rewarding sporting event, discussions about agglomeration and its companies and businesses in the territory and get out of the usual and ordinary.

Besides, the office of commerce and crafts association (OCAB) has a primary role with other local actors to organize the economy. They are welcoming new traders and craftsmen in Bourges, but also it has a role in implementation for all actions, supports, tools and shared purchases. Besides, they bring together similar interest groups and traders.

Innovation and research are in the core of economic development in the city strategies, and Defense Industry Resource Center (CID) is one of the most prominent economic activities in the territory. It means that Bourges' financial plans are parallel with national strategies, and it creates the necessary foundation and support by the federal government. CID offers bringing together resources, tools and networks to increase the competitiveness of companies. And innovation is the main target for CID, and they match the needs to bring out defense and security start-up projects in the territory.

For the industrial sector, local actors are defined by four primary targets; (1) Defense and Armament sectors with integrated research and innovation, (2) Industrial risk and Cybersecurity, (3) Support for innovation and the creation of innovative companies in the industry of the future and (4) Support to local actors working in industry. The industrial trend of the city has been started to change by integration with other activities, and diversification of the facilities is the primary strategy for economic development.

Table 12: Grand Projects in Bourges

New House of Culture	- A large theater with a capacity of 700 seats - A small theater of 200 seats with retractable steps - A space of animation - mediation of approximately 100 m2, dedicated in particular to the reception of school - A rehearsal room of 16 x 25 m
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	- A hall for hosting exhibitions - Two theaters with 160 seats and 120 seats - A restaurant with 60 seat
Urban Renewal Program (more than 300 million Euros were invested between 2005-2015)	- The demolition of 2447 dwellings - The construction of 1489 housing - The rehabilitation in depth the city garden of the Airport - The commitment of 3002 rehabilitation
New Urban Renewal Program (2017-2028)	- After the first PRU, the State decided to set up a second urban renewal program. - 200 districts have been selected to benefit from the "PRU 2". Among these, is the City of Bourges with Chancellerie-Gibjoncs-Moulon
Breuzes District	- The most important urbanization zones in the Local Urbanism Plan (PLU), this sector develops an area of about 40ha
The Action Plan Coeur de Ville (since 2018)	- Towards an attractive housing offer in the city center - Promote balanced economic and business development - Develop accessibility, mobility and connections - Highlighting urban forms, public space and heritage - Provide access to public facilities and services, cultural and leisure offer
The Victor Hugo Islet	- Public space design in the city center (from September 3, 2018 to the end of March 2019)
Tomorrow Bourges, Trajectories 2050	- "Tomorrow Bourges, Trajectories 2050" is a participatory project inviting all Berruyers to draw together the trajectories around 2050 for the territory. The goal of this project is to think beyond the traditional horizon. A broad process of participatory foresight to imagine the future desirable for the territory and determine the paths to achieve it.

Source: (<https://www.ville-bourges.fr/site/nouvelle-maison-culture>)

Solidarity for the unemployment

Bourges jobless rate is %11.9 (INSEE 2015), and the city has excellent effort to conduct people who need a job or who change his/her profession. According to the local government public page, Mission Emploi Bourges Association has a broad mission to offers personalized support for job seekers and builds strong relationships with local companies since 2015. For 2018 association indicators, 1428 CDDs and CDIs signed 101 apprenticeship contracts and 448 training entries. This indicator is significant in terms of solidarity and welfare because the unemployment rate is a critical issue to classify the level of development. This issue is an essential part of social and economic development through being a creative city.

Co-operation between local government and association in order to be creative city

Cooperation has been in the core of the research process. And the number of association and number of activities shows that cooperation level in the city. According to the public internet pages, there are 800 associations which work for the town in order to increase socio-economic development and reduce social, economic and environmental concerns. In the case of art and culture, there are several associations which are leading in this field. Some of them have great experiences for a long time in the frame of creative centers, organize various art and cultural activities, skilled professionals, and another field of artistic activities. Besides, there are new associations which were established last decade in a diverse context such as; music, dance, theater,

ceramic, writing, editing, multimedia, drawing, painting, photography and so on. Somehow, all these associations have cooperation between each other and local actors and the size of the collaboration could be measured with the number of events and organizations and with a variety of associations. Finally, association networks will increase the cooperation level in the city, and new associations have been established, especially in the last decade.

Table 13: Art and Cultural association in Bourges

Association	Year	Activity	Number of Partner
IMEP http://www.imep-bourgesplus.fr/		Offers training in various fields, long or short, paid or can be financed, graduating or qualifying. Provide new opportunities for young people to encourage their projects and skills.	2
INRAP https://www.inrap.fr/		National Institute of Preventative Archeological Research 3 archeological projects have been continued in Bourges	
Tourism http://www.bourgesberrytourisme.com/		Wide information about the city and define all the monuments which is worth to see or visit. Offer where to stay, what to do, where to eat, touristic shops and several conveniences for the visitors.	
The Agglomeration of Bourges Plus http://www.agglo-bourgesplus.fr/		Agglomeration to combine the better the communication needs of businesses in the area to respect the living environment and landscapes.	
MCB http://www.mcbourges.com/	1960	National Scene, creative center and cinema Organize various art and cultural activities	21
LA PAYS DE BOURGES https://www.paysdebourges.fr/	1997	It advises and assists local authorities, conducts prospective reflections, promotes land use planning and project management for the purposes of Agenda 21 and sustainable development. It contracts with partner communities to financially support local projects.	
Bourges Web TV https://www.bourgestv.fr/video	2013	Live broadcasting, videos, news	
Auron https://www.lesrivesdauron.com/index.php		All types of public or private events, congresses, conventions, exhibitions, fairs, trade shows and general public, seminars, shows, festivals, circuses etc.	
DAGIO	1988	Skilled professionals individually provide	

https://ecoledemusiqueadagio.jimdo.com/		instrumental courses.	
ENSA https://ensa-bourges.fr/index.php/fr/		Art history, drawing, painting, photography, sculpture / volume, cinema / video, sound arts, editing / engraving, writing practices, ceramic, performance, multimedia.	
George Keninedy http://cmonart.fr/		Art creates connections between people and creativity frees hearts.	
Conservatory of Bourges	1921	Training quality amateurs on the one hand and preparing access to the high-level competition for students who can become professionals in music, dance and theater.	
ACCRO BAT https://www.acrobat.fr/	2015	Music School (pop, rock, blues, metal, punk and jazz)	
UMMA https://umma18000.wordpress.com/	2014	Music School.	
Pole Dance Bourges	2012	Dance School	

Vertical Cooperation

Bourges is a central city in the territory, and national and regional cooperation is crucial in terms of socio-economical development. There is an international festival (Printemps de Bourges) which creates great opportunities for the local companies and individuals. Each national and international networks could be turned to advantage for the local environment, and the city signed partnership agreement (included various activities) with seven cities from different location of Europe and Russia. However, the city should give more effort to have more cooperation in national and international level because there is no big city in its territory.

Table 14: Bourges cooperation and partnership cities from other countries

Augsburg (Germany)	Twinning (1967)
Aveiro (Portugal)	Twinning (1989)
Bourges - Forli (Italy)	Twinning (1989)
Bourges - Koszalin (Poland)	Twinning (1999)
Bourges - Palencia (Spain)	Twinning (1995)
Bourges - Peterborough (England)	Twinning (1957)
Bourges - Yoshkar-Ola (Russian Federation)	Twinning (2005)

Source: (<https://www.ville-bourges.fr/site/villes-jumelles>)

The importance and diversity of the activities

As the research discussed above, a variety of association is a vital issue to organize festival and events, and there are ten organizations which are actualized annually. The most known one is 'Printemps de Bourges' which has been organized since 1977, and it has become a significant event in France and even in Europe. Today, during the festival, 200.000 visitors came to join the festival week to welcome the spring. More than 600 music professionals come together each year to discover

young talents, and also about 500 journalists follow the festival in the city. Besides, commercial activities have economic benefits thanks to the visitors.

Bourges has some other different art and cultural organization with diverse interests, which will help to enhance attractiveness and uniqueness. Festivals and events are the most potent entertainments which bring together people. In the case of the creative class, festivals and events are the stage wherein talents are exhibited, so the cycle between creative class, associations, organizations (festivals and events) and financing have interaction to solve social and economic problems. Bourges has experiences in terms of organizing festivals and events with its significant association's networks.

Table 15: Festivals and events in Bourges

Festival & Event	Explanation
Printemps de Bourges	Each year, the Spring Music Festival makes the music headlines for since its creation in 1977 it has become a major event not only in France but throughout the rest of Europe, too
"Un été à Bourges" summer festival	It is more than a festival; it is a genuine Summer Season Show that the City of Bourges invites us to discover the hidden charms of its medieval and pastoral architecture.
Springtime for poets (March)	Throughout the city, poets, singers, writers and actors are welcomed for readings and recitals and evenings of poetry and song.
The Festival of Records and Cartoons (April)	Nearly one hundred and fifty exhibitors come from the four corners of France and also from Europe.
Choraliades (June)	For one week, the choral societies and orchestras of the primary schools and colleges of Bourges and Cher take to the stage and present the public with a number of high-quality concerts.
BulleBerry (October)	See cartoon drawings exhibited in the city's historic buildings. Original drawings, meetings with the authors, and signings are all in the program.
National Cinema and Video Meeting (October)	The best of some 500 films, selected in the clubs of the French Federation of Cinema and Video, (FFCV) are presented during the 4 days of the National Meeting in Bourges.
Advertising and Toy Fair (October)	During a Sunday, the Corn Exchange transforms into Ali-Baba's cave with a treasure trove of old advertising objects, posters and games and toys from another age.
The Food, Wine and Tourism Fair (November)	An occasion to discover not only the food and wine of the region, but to explore the many gastronomic walking routes in Berry.
Bandits-mages (November)	Art invades the screen, computers, loudspeakers... Video, cinema, C.D.ROM, live TV, performances: it's beautiful, it's strange, it's disturbing, it's magic!

Source: (<http://www.ville-bourges.fr>)

On the other hand, meeting spaces wherein culture, art, and knowledge are shared are a critical issue for a creative city. Bourges has diversified indoor and outdoor meeting spaces (see Table 16) that serve citizens and territory.

Table 16: Particular meeting spaces in Bourges

Party Spaces (five different location)	- Standing 1.573 people capacity - Seated 830 people capacity
Meeting Spaces	- Standing 548 people capacity

(eight different location)	- seating 520 people capacity
Theater	- Jacques Coeur Theater - Porthole - The auditorium

Source: (<https://www.ville-bourges.fr/site/location-salle>)

Tourism in Bourges

Tourism factor is crucial in terms of economic development, and the city has magnificent historical monuments. The most valuable one is St. Stephen's Cathedral, which is in the UNESCO world heritage list since 2000. According to my interview, approximately 600.000 visitors come to see the cathedral, but most of them do not know it is in the UNESCO world heritage list, and some of the visitors come to see because of it is in the list. According to the tourism office of Bourges, main problems are communication and advertising because of the lack of tourism channel which is in establishing the process. Also, a specialist architect is working for the cathedral from UNESCO last two years collaboratively. Besides, historical monuments are defined in the city center and the territory, but visitors should have to go with their facility. Fortunately, bicycle network would be an excellent opportunity for tourism if it is well integrated with tourism.

According to the interview with BourgesPlus, hotels work almost full capacity during the year, and this is a very crucial issue in terms of winter capacity and summer capacity, however the location of hotels mostly outside of the city center. Local government wants to change this picture and they looking for a new area to built accommodation spaces.

Table 17: Number and capacity of hotels and collective accommodation in Bourges 2018

Hotel (room)	850
Tourists residence (bed)	51
Youth hostel and sports center (bed)	11

Source: (INSEE)

Historical and Natural Monuments and Green Spaces

Bourges has great potential historically, and the city is prosperous in terms of conservation and giving a new function of all these monuments (see Table 18). Each memorial is defined in details and serves to the public. This is an excellent advantage for citizens in terms of living in history and provides authenticity. Natural and green spaces are another parameter in terms of being an attractive city, and Bourges created 23.5km green roads (2004-2014) for the living environment. As the research discussed in the first chapter, historical and natural assets are having a pivotal role in order to be attractive for the creative class and human capital, especially for SMSTs. Finally, Bourges has significant historical monuments and natural monuments; also they are investing in increased green spaces and ecological diversity.

Table 18: Historical and Natural assets in Bourges

- St. Stephen's Cathedral: At the end of the 12th century: a vanguard cathedral for a new world
- The Jacques Coeur Palace: the king's hotel and ennobled 1450
- Half-timbered houses: the noble habitat was built in stone but the house of the craftsman and the

trader was in wood and therefore particularly vulnerable (middle ages)

- The hotel of the Echevins (15th century)
- Cujas Hotel (16th century)
- The hotel Lallemant (15th century)
- The Hotel Dieu (hospital 16th century)
- The water tower (1865)
- The ancient archiepiscopal palace (1679)
- The House of Culture (1936)
- The Wheat Hall (1836)
- The walls (1980s)
- The fountains: Bourdaloue Fountain (1870), Lebon Fountain (1894), George Sand Fountain (1880s)
- Latest monuments inscribed: Minard Hotel (1662), Benedictine Abbey of Saint-Sulpice (17th century), Former "Dames de France" shop (1905), "Aubrun" shop (1929), Old magazine of "New Galleries" (1904), Leiseing building (1930), Internship at the Lycée Marguerite de Navarre (1952), Hotel Post Office (1926), Observatory of Father Moreux (1907) and Bouriant House (1969)
- Marais de Bourges: 135ha swamp site, space of relaxation
- The lake of Val d'Auron (1977): Fishing (especially carp), sailing, rowing and canoeing are practiced throughout the year, 73h and 2km from the city center
- Parks and Gardens: Garden of Meadows Fichaux, Garden of the Town Hall, Joseph Lefebvre, Cardinal Garden, Garden of the Palace of Justice, Jean de Berry Garden, Edouard André Garden, Garden of Lazenay, Gibjoncs Landscape Park, Garden of the National Order of Merit, Garden of the Legion of Honor
- The green ring road: 23.5km green road were built between 2004 and 2015 to reach different poles of the city
- Conservatory of Pelargonium (1982): botanic garden, about 800 species

Source: (<https://www.ville-bourges.fr/site/cathedrale>)

Interview: BourgersBerry Tourism Office (Maud Gautheir)

1- What is the tourist capacity of Bourges?

Apporpximently 600.000 visitors came to see the cathedral, and this is a vast potential for the city. In the case of the tourism office, the number of visitors has been decreased last three years from 80.000 visitors to 65.000 visitors. The tourism office was closed two years ago, and it will take time to recognize for visitors and also, Bourges square design (just front of tourism office) has been in construction process last eight months, and it will be ended up soon and so, the office will be more noticeable in the center. Currently, there is no signboard of the building, but it will be hung soon, but it is minimal in terms of visibility.

2- What are the essential activities and missions of the tourism office?

They are the most crucial part of the city to welcome for visitors, explaining the history, book and restaurant accommodation (working with local facilities cooperatively), selling on activities' ticket in the town and selling local productions.

3- What types of tourist to visit the city and which period?

There is a big difference between summer and winter in terms of the number of visitors, and you can rarely find a tourist in the city during the winter except for the Christmas holiday. Another critical case is that %80 of visitors are French tourists and they have fragile information about the city (most of them do not have info about St. Stephen's Cathedral is included UNESCO's world heritage list.

4- What is the role of St. Stephen's Cathedral in terms of tourism activities, and do you have cooperation with UNESCO?

The cathedral has a crucial role in terms of tourism and one person from UNESCO are assigned to classify the cathedral since 2017. This is very crucial for the branding of the cathedral on the international level, and they need more time and more to get noticeable results, this is just begging. Besides, there is a festival that is called 'Les Nuits Lumière', which is a light show exhibition with colorful lights and historical and contemporary pictures slide shows around the historical city center. This exhibition is displayed 20 years ago as the first example in France.

5- What are the general problems of tourism in Bourges?

First of all, the main problem is that there is no TV campaign to brand of the city and its territory and communication should be increased to attract more visitors. Also, there are magnificent villages and castles in the province and there is no public transport for the visitors even though all historical monuments are defined and shown in the brochures.

6- Is there adequate cooperation in selling and advertizing on local production?

There is reliable local production on gastronomy and wine production; visitors can have the route to taste different wines in different landscapes. However, it is hard to visit these places if the visitor does not have a car or if the visitors do not come with a tourist group.

Conclusion

Bourges leads the territory and has a central role in the province. Policies and strategies are changed according to their situation. Firstly, the city focuses on service and infrastructure facilities to be more attractive in the territory. Especially last decade, the city has initiated new policies and new strategies such as urban renewal projects to attract more population, green corridors to increase the quality of life and ecologic life, new commercial, industrial and financial zone to attract new enterprises, planned province bicycle network to have a new mode of transport endeavor, and so on. These are an example to understand the city's perspective, which gives opinions to criticize in terms of creative city concept.

Art and culture, which have a rich knowledge, tradition, thinking indifferently, and inspiration are the sources of creativity. In this frame, one of the principal town's mission is to enhance art and culture, that could include different fields.

Another critical case is technology and innovation, which have been worked to develop by integrating new industry (especially defense industry) and education in the newly built technopoly area.

As a result, Bourges policies and strategies have been focused on having a more productive economy with including developed quality of life and diversified art and cultural events.

Chapter 5: Comparison of case studies

Introduction

At the beginning of the research, I aimed to put the potential of a creative city in terms of their shared and different condition. In this chapter, the research will investigate 'how creative policies and strategies could be diversified in different SMSTs.' so, two case studies, Blois and Bourges will be compared in terms of conventional and different conditions in terms of creative policy examples. The main question of the research is 'what are the factors of potentials that can change the policies to be a creative city in different SMSTs?' So, both case studies will be negotiated from a different perspective that has similar visions and missions to reduce socio-economic deceleration.

The comparison will be interpreted according to parameters, which was defined in the literature review process of the research. These parameters are namely; communication and cooperation, quality of life, art and cultural organizations, tourism and local development, social and economic affairs, historical and natural assets, and survey analysis. All these parameters will be examined according to the research questions frame and will be associated with the local policies.

Cooperation and participation level of the case studies

Both cities have a large number of associations, and according to the town internet pages, there are 800 associations which contribute different works to organize life in both cities. This number is used as a measurement tool in order to explain the cooperation level in the town. However, Bourges has a larger population and central city in the territory, and the city might increase the number of association with grants and conveniences. On the contrary, Blois has a different advantage because of its location, and the associations can facilitate in Blois and other cities in the territory. Blois grants to more than 300 associations and supports many of them with several conveniences to create extensive cooperation network. In the case of inter-municipal cooperation, Blois located more competitive territory and has active collaboration between Blois commerce council to attract new enterprises, and the process is slower. In case of Bourges, the developed infrastructure for further population and enterprises is selected to be a more attractive city, and cooperation has the role to orient and to support newcomers, and participation is another tool, which helps to local development with different communities. For example, Bourges has started to talk about 2050 in the future conference, which is participated in various disciplines.

Consequently, cooperation and participation are the most influential parameters of the creative city, and new initiatives are seen in both cities in terms of two parameters according to their conditions. In the frame of this context, both local governments consider essential to cooperation and participation, and this consideration could be read as a significant potential for both cities.

Quality of Life and new issues

Quality of life is another crucial parameter for a creative city because most of the people are getting tired because of the hard life condition of metropolitan cities. In this frame, quality of life is the most powerful tool in terms of attraction of individuals and enterprises. In the structure of this context, Blois has a strategy that is targeted to develop a sustainable environment to attract a new population from Paris. On the Bourges side, services and economic satisfactoriness are targeted as a strategy, and additionally, they develop new green spaces and roads which were integrated with citizens. Also, any kind of activities and its diversification are crucial to compare both cities, according to the research survey about commercial activities; Blois citizens are not satisfied in case commercial

options (see Table 19), and local government has initiatives to (re)develop city center with national redevelopment program (Action Coeur de Ville). In the case of Bourges, people are more satisfied with commercial activities. This result might be related with competitiveness, Bourges has less competitive territory and focused services and infrastructure, the more critical, Blois has high competitive territory, and the city focused to how more citizens could live in the city center.

Table 19: Commercial services survey question

Are the existing commercial activities adequate for whole city/town?	Bourges (%)	Blois (%)
Yes	37,5	13,2
No	33,33	60,4
Maybe	29,16	24,5
N/A	0	1,9

Source: Research survey

In the case of green spaces, both citizens have positive feedbacks, and green policies and strategies have a crucial role in the face of these answers. Both cities have significant potential to attract newcomers to the town.

Table 20: Green spaces survey question

Are the existing green spaces adequate for the citizens?	Bourges (%)	Blois (%)
Yes	94,73	52,8
No	5,26	35,8
Maybe	0	11,3

Source: Research survey

Social problems are the primary analysis tool for quality of life, and both cities have similar issues except anti-sociality, according to my observation from the site, and according to the outward young migration (INSEE), Blois city center has weak entertainment life in the post evening and night. The city significantly invests to the education sector; however, there are not adequate entertainment places for young people, expects daily cafes and 'tabac' bars.

Table 21: Fundamental urban problems survey question (confirmation)

What are the fundamental social problems in the city/town?	Bourges (%)	Blois (%)
Unemployment	44	45,3
Charity	18	11,3
Traffic	39	28,3
Pollution	0	20,8
Aging	44	41,5
Alienation	26	35,8
Anti-sociality	23	34,0
Other	23	3,80

Source: Research survey

Economic standards are major issue for all cities, and Blois citizens are not satisfied from the process, additionally when I talked with real estate officers about the real estate market, all answers were

addressed to deceleration of real estate market last seven years. On the other hand, Bourges has been invested last two decades urban development projects. In the frame of this context, both cities have different strategies in terms of their territorial conditions.

Table 22: Economic evaluation survey question

Do you think that the economy of the city/town is getting better?	Bourges (%)	Blois (%)
Yes	63,6	22,6
No	27,3	43,4
Maybe	9,1	30,2
N/A	0	3,8

Source: Research survey

Hinterland, attracting population and aging

Bourges has more responsibilities for the territory, and there are 100,000 populations in the agglomeration. So, Bourges has more responsibilities in terms of giving services and infrastructure for the territory. On the other hand, Blois has a lesser role and responsibility in its territory, and they focused on attracting population from (especially old retired families) Paris region. There is a contradiction here; the aged population is increasing, and the city tries to be attractive for retired families who live in the suburbs and Paris, but on the one hand, they focus to education to invest for next generation. There is a big challenge for SMSTs, separation of age, especially old and young people. So, how both cities can provide satisfied conditions for each group of people? As a creative city, which aims to solve social and economic problems of SMSTs, aging should be the primary issue, and they should provide creative policies and strategies to integrate different age of people, otherwise, according to aging trend, this separation will be sharply increased, and cities will have more significant social problems.

Art and culture as an inspiration of creativity

There is no specific indicator number of art and cultural activities, but the research defined various art and cultural events and associations in the case chapters. Both cities have large art & cultural associations but differently, the activities in Bourges seems better integrated with citizens than activities in Blois. And according to a research survey, citizens still require new events, but on the contrary, 'Which festivals or cultural activities do you know in the city?' was asked to citizens and most of the people are not realized from these activities. So, the policies and strategies should be diverted to increase participation, communication, and cooperation with new methods in order to develop these kinds of activities. Consequently, both cities need to put more effort to spread art and culture through to the city, maybe new institution could be created from artists and creative people to directly enhance the linkage between art & culture and other professions.

Table 23: Art & cultural activities survey questions

Do you think that the number of art & cultural activities should be increased? If so, what kind of activities?	Bourges (%)	Blois (%)
No	25	24,5
Yes	62,5	69,8
N/A	12,5	5,7

Which festivals or cultural activities do you know in the city? (ratio of all activities)	35	49
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Blois and Bourges survey results

Age	%	Gender	%	How long have you been living here?	%	Where do you work?	%	Which festivals or cultural activities do you know in the city?	%	What are the benefits of festivals for the city?
15-19	5,77	Woman	63,46	0-3 years	13,2	Center of the city	37,7	bd Boum	64,2	Economic benefits
20-24	19,23	Man	36,54	4-6 years	9,4	Suburb	24,5	Les Rendez-vous de l'Histoire	62,3	Social benefits
25-29	13,46			7-9 years	7,5	Outside of the town	24,5	Carnaval	71,7	Social and economic benefits
30-39	28,85			10+ years	69,8	N/A	13,2	Fête de la Musique	86,8	Non-profit
40+	32,69							Journées européennes du patrimoine	41,5	
								Mix'Terres	64,2	
								La Guinguette	60,4	
								Des Lyres d'été	64,2	
								Des Lyres d'hiver : la magie de la fin d'année à Blois	52,8	
								Le prix Roblès	17,0	

Figure 5 : Blois Survey Questions and Results

How many local magazines or newspapers do you read?	%	How often do you participate to cultural/social organization?	%	Do you think that the number of art & cultural activities should be increased? If so, what kind of activities?	%	What are the major problems in the city?	%	Which sectors should be developed in the city?	%	Are the existing social activities adequate for whole city?
0 publication	22,6	3 or 4 times in a week	7,5	No	24,5	Weak city center	56,6	Industrial sector	16,0	1 Point
1 publication	39,6	1 or 2 times in a week	7,5	Yes	69,8	Crime	1,9	Commercial sector	38,0	2 Point
2 publications	28,3	Two times in a month	5,7	N/A	5,7	Unsatisfying investment	15,1	Agricultural sector	8,0	3 Point
3 publications	3,8	once in a month	7,5			Lack of infrastructure	34,0	Service sector	36,0	4 Point
4 and 4+ publications	3,8	twice in a year	22,6			Public transport	45,3	Creative sectors (Film/TV, animation, art, music, media, design etc.)	58,0	5 Point
N/A	1,9	never go	45,3			Other	3,8	I don't have idea	16,0	6 Point
		N/A	3,8			Economic problems	22,6			7 Point
						Governance problems	13,2			8 Point
						Social problems	20,8			9 Point
										10 Point

Figure 6:: Blois Survey Questions and Results

Are you satisfied with public transport of the town?	%	Do you participate in any local issue?	%	What kind of activities do you do in your free time?	%	Do you want to live here or move to another city/town?	%	Do you want to live in a larger city?	%	How often do you go outside of the city?	%	Do you like the economy of the town?
1 Point	2,1	Yes	27,5	Sportive activities	52,8	I want to live here	20,8	Yes	26,4	1-3 times in a year	1,9	Yes
2 Point	2,1	No	72,5	Social activities	32,1	I want to move another city	26,4	No	58,5	1 times a month	9,4	No
3 Point	16,7			Art and cultural activities	28,3	N/A	52,8	Maybe	11,3	2 times in a month	20,8	Maybe
4 Point	16,7			Hobbies	37,7			N/A	3,8	Three times a month	7,5	N/A
5 Point	16,7			Traveling	37,7					Four times a month	24,5	
6 Point	16,7			Shopping	1,9					Five and five plus times a month	26,4	
7 Point	6,3									N/A	9,4	
8 Point	12,5											
9 Point	6,3											
10 Point	4,2											

Figure 7:: Blois Survey Questions and Results

Are the existing green spaces adequate for the citizens?	%	What are the fundamental social problems in the city/town?	%	Do you think that aging (ratio of elderly people) is problem for the city/town?	%	Have you been taking part in any social/cultural activities? (sport, music, dance, etc.)	%
Yes	52,8	Unemployment	45,3	Yes	45,3	Yes	60,4
No	35,8	Charity	11,3	No	28,3	No	39,6
Maybe	11,3	Traffic	28,3	Maybe	26,4		
		Pollution	20,8				
		Aging	41,5				
		Alienation	35,8				
		Anti-sociality	34,0				
		Lack of connection between neighborhood	1,9				
		The lack of bistro open at night	1,9				

Figure 8: Blois Survey Questions and Results

Age	%	Gender	%	How long have you been living here?	%	Where do you work?	%	Which festivals or cultural activities do you know in the city?	%	What are the benefits of fest for the city
15-19	0	Woman	37,5	0-3 years	12,5	Center of the city	50	La Printemps de Bourges	87,5	Economic benefit
20-24	37,5	Man	62,5	4-6 years	12,5	Suburb	38	La "Un été à Bourges" summer festival	37,5	Social benefits
25-29	0			7-9 years	37,5	Outside of the town	13	La Choralades	29	Social and economic benefits
30-39	37,5			10+ years	37,5			La Cosmic Trip	24	Non-profit
40+	25							La Salon International d'Art de Bourges	33	
								Les Fêtes Médiévales	54	
								Les Nuits Lumière	22	
								Les Foires Jacques Coeur	26	
								La Concours photo	37,5	

Figure 9: Bourges Survey Questions and Results

How many local magazines or newspapers do you read?	%	How often do you participate to cultural/social organization?	%	Do you think that the number of art & cultural activities should be increased? If so, what kind of	%	What are the major problems in the city?	%	Which sectors should be developed in the city?	%	Are there social advantages
0 publication	24	3 or 4 times in a week	15,6	No	25	Economic problems	27,273	Industrial sector	26,923	1 Poi
1 publication	35	1 or 2 times in a week	9,8	Yes	62,5	Social problems	13,636	Commercial sector	38,462	2 Poi
2 publications	6	Two times in a month	15,6	N/A	12,5	Lack of infrastructure	18,182	Agricultural sector	3,8462	3 Poi
3 publications	24	once in a month	9,8			Governance problems	13,636	Service sector	11,538	4 Poi
4 and 4+ publications	12	twice in a year	21,7			Unsatisfying investment	4,5455	Creative sectors (Film/TV/animation, art, music, I don't have idea	23,077	5 Poi
		never go	27,4			Public transport	31,818		34,615	6 Poi
						Weak city center	45,455			7 Poi
										8 Poi
										9 Poi

Figure 10: Bourges Survey Questions and Results

How do you follow local policies?	%	Are you satisfied with public transport of the town?	%	Do you participate in any local issue?	%	What kind of activities do you do in your free time?	%	Do you want to live here or move to another city/town?	%	Do you want to live here or move to another city/town?
Local tv radio channel	21,212	1 Point	66%	Yes	32,143	Sportive activities	43,478	I want to live here	50	Yes
Local newspapers	27,273	2 Point		No	67,857	Social activities	8,6957	I want to move another city	27,778	No
Magazine and journal	9,0909	3 Point				Art and cultural activities	17,391	Maybe	22,222	May
From the public meeting, discussions, symposium, etc.	6,0606	4 Point				Hobbies	21,739	N/A		
From municipal information service	15,152	5 Point				Traveling	60,87			
Local government website	3,0303	6 Point								
I do not fallow	18,182	7 Point								
		8 Point								
		9 Point								

Figure 11: Bourges Survey Questions and Results

Do you think that the economy of the city/town is getting better?	%	Are the existing commercial activities adequate for whole city/town?	%	Are the existing green spaces adequate for the citizens?	%	What are the fundamental social problems in the city/town?	%	Do you think that aging (ratio of elderly people) is problem	%	Have been t part ir social/c activiti (sport, i
Yes	63,6	Yes	37,5	Yes	94,737	Unemployment	44,0	Yes	50	Yes
No	27,3	No	33,333	No	5,2632	Charity	18,0	No	27,778	No
Maybe	9,1	Maybe	29,167	Maybe	0	Traffic	39,0	Maybe	22,222	
N/A		N/A				Pollution	0,0			
						Aging	44,0			
						Alienation	26,0			
						Anti-sociality	23,0			
						Other	23,0			

Figure 12: Bourges Survey Questions and Results

Conclusion

As the research mentioned in the third and fourth chapters, each city has different parameters, which are shared and distinct. According to the research hypothesis, which targeted to investigate, how creative policies are changed according to the various parameters? In the frame of this context, location is the primary parameter in terms of policies and strategies. Because location factor has a crucial effect in terms of the role of the city in the territory, and the roles produce new strategies and policies to be an attractive city in the territory.

On the one hand, both cities have shared challenges and problems. One of these problems is private car-oriented transport, which is un-sustainable in many of cases. To reduce private car using, both cities propose compact development and increase living units in the center. So, creative city policies might be similar to reduce urban problems and challenges.

As a result, the research investigated different aspects of potentials which will be useful on socio-economic development to be a creative city. For both case studies creative policies (decision making) and role of the public actors have a fundamental role in enhancing socio-economic development.

Chapter 6: General conclusion

According to 21st challenges and problems, SMSTs have been trying to find solutions in the face of these problems and challenges. In this context, the creative city concept was appeared to avoid socio-economic deceleration in cities. This new concept is included art, culture, new technologies, and innovation. In the case of governance, this concept is targeted participation, communication, cooperation & collaboration, and solidarity. So, the research tried to put creative policies which encourage socio-economic development in SMSTs, also the research differently focused on small-medium sized cities in terms of their potential throughout being a creative city. The definition of parameters that could explain the potential creative city played key role for the research process. The research also focused on creative policies (decision making) and the role of public actors and which kind of interventions would be implemented for the potential city.

According to the research definition of the creative city is that; the city that creatively uses culture, art, tourism, and environment as a part of socio-economic development efficiently and innovatively. Urban creativity is quite a flexible notion, and this feature makes it a broader concept; however, cities should put the legal frame, at least basic terms which let conveniences to the people and communities. Both case cities have magnificent presences which have been protected and functionalized since long time by local actors, and both case cities have activities that include these presences in terms of being attractive for tourism, population and enterprises.

The link between policies and conditions of both case cities are investigated, and policies are differentiated in terms of location and potentials. Additionally, policies should divert to create strong links between creative class and marketing the products.

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REALIZATION OF CREATIVE POLICIES IN TERMS OF SOCIO-ECONOMIC DEVELOPMENT IN SMSTs IN FRANCE

Abstract :

Urban creativity one of the strongest study that would have impact in order to increase urban development. It has complex layers and basically focused on new economic fields\industries, innovation, social cohesion and socio-economic diversity. Cooperation, solidarity, flexible governance and participation are main tools that increase efficiency of urban creativity. This research will handle urban creativity and relative urban policies.

Keywords :

Creative City
Creative Class
Creative Policies
Small and Medium Sized Towns
Agglomeration Economy
Cooperation

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