

PRIORAT: RURAL REBRANDING

How successful have the rural rebranding schemes been in Priorat?

Method

Five villages have been preselected as representative of Priorat. These villages are:

- **Pradell de la Teixeta**
- **Gratallops**
- **Lloar**
- **Torroja del Priorat**
- **Porrera**

In each village:

1. Walk the village

2. Complete:

- an **index of residential decay** (overall impression of village/part village);
- an **environmental survey** (overall impression of village/part village);
- a **perception survey** (overall impression of village/part village);
- a **placecheck survey** (whole village/part village);
- an **index of services and amenities** (whole village/part village).

3. From a landscape view point in or near the village, complete an **environmental conservation or destruction survey**.

Census Data

Census data for the five villages are provided to assist in an evaluation of the success of the rural rebranding strategies. The census data includes:

- **Population pyramids**
- **Population change**
- **Educational attainment**
- **Place of birth**
- **Type of residence**
- **Occupational structure**
- **Land use**

The village names in the census data are given the letters A-E. After completing your village data collection, try to match the letters with the village names, using these hypotheses:

1. The most successful villages have growing populations.
2. The type of immigration is a major factor influencing village revival in Priorat.
3. Village growth is related to changes in land use and occupational structure.
4. Village revival is inversely related to the proportion of second homes.
5. Rural revival is related to increasing educational attainment.
6. Rural rebranding inevitably involves increasing gentrification and environmental impact.
7. Village growth is associated with a more balanced population structure.

Index of Residential Decay

Village: Pradell de la Teixeta

One ✓ per building for the category it falls into

Building number	Ruins	Poor state	Some deficiency	Good state
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Building number	Ruins	Poor state	Some deficiency	Good state
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				

Building number	Ruins	Poor state	Some deficiency	Good state
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				

Pradell de la Teixeta Index of Residential Decay



% RUINS	
TOTAL RUINS	=
TOTAL BUILDINGS	
% POOR STATE	
TOTAL POOR STATE	=
TOTAL BUILDINGS	
% SOME DEFICIENCY	
TOTAL SOME DEFICIENCY	=
TOTAL BUILDINGS	
% GOOD STATE	
TOTAL GOOD STATE	=
TOTAL BUILDINGS	

Index of Environmental Quality

Village: Pradell de la Teixeta

Tick each column

Positive features	All	Some	None
	3-4	1-2	0
Traditional construction			
Cobbled paving			
Street furniture			
Trees/flowers/water			
Subtotals positive features			
Total positive features			
Negative features	All	Some	None
	3-4	1-2	0
Abandoned buildings			
Abandoned land			
Domestic and industrial waste/storage			
Heavy traffic/car parking			
Subtotals negative features			
Total negative features			



Final Score (positive - negative) =

Perception Survey

Village: Pradell de la Teixeta

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
SCORE	3	2	1	0
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
TOTAL POSITIVE SCORES:				
NEGATIVE QUALITIES				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
TOTAL NEGATIVE SCORES:				
OVERALL SCORE: _____ (Positive - Negative)				

Index of Services and Amenities

Village: Pradell de la Teixeta

Tick the column for number of services seen

Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (ticks = n)	w x n
Bodegas/Cellars/wine shops	1		
	2		
	3		
Bars and restaurants	1		
	2		
	3		
Banks	1		
	2		
	3		
Hotel/Accommodation	1		
	2		
	3		
Others	1		
	2		
	3		



Total Index (w x n) =

Pradell de la Teixeta: Environmental Conservation or Destruction?

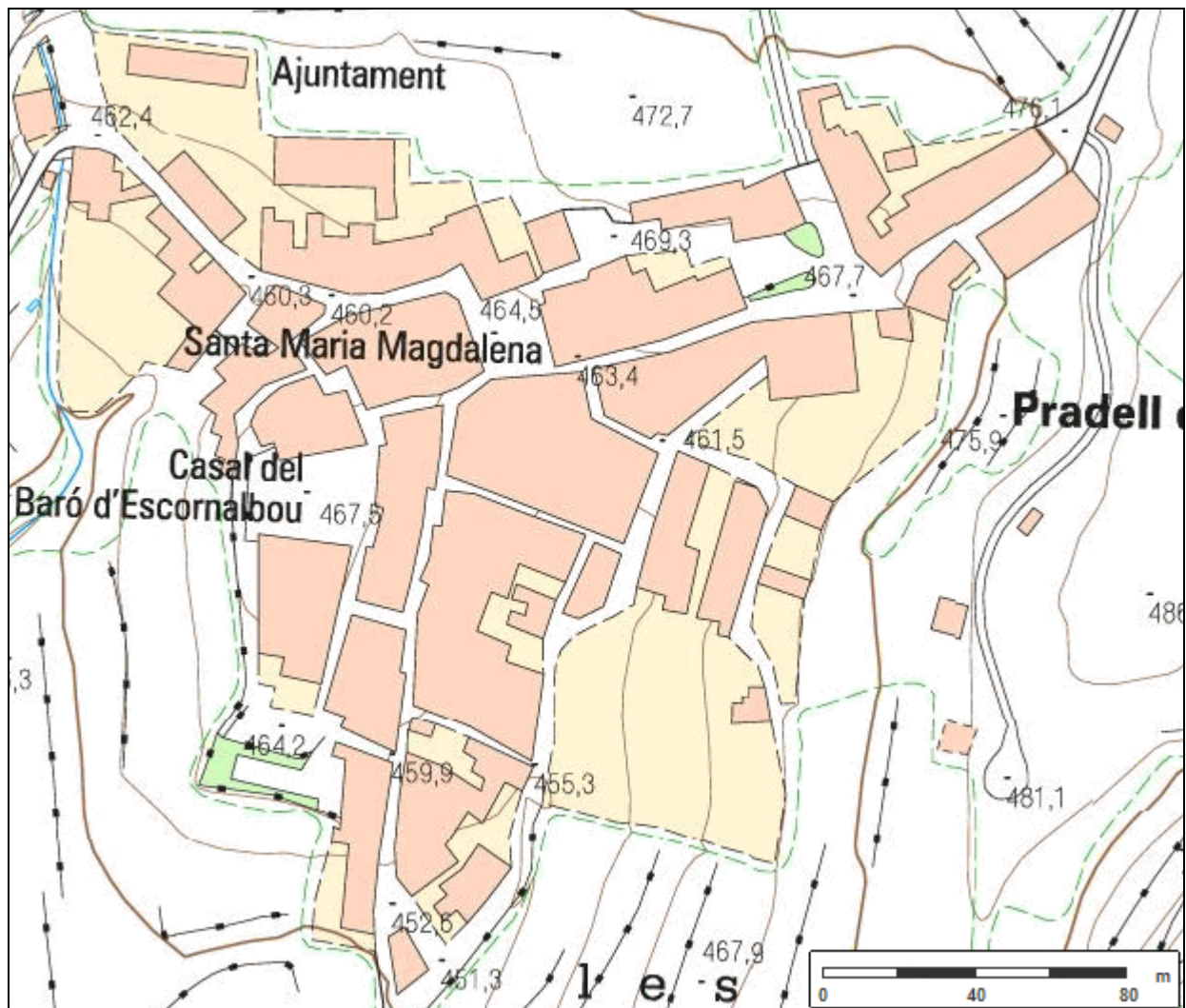
Study the landscape in front of you carefully. Read each of these statements and decide if you think that they apply. The higher the score, the greater the conservation.

Conservation	1 = low conservation	5 = high conservation	SCORE 1-5
Traditional terracing			
River			
Natural landscape			
The farmers' use of the land adds interest to the view			
The landscape would provide interest and enjoyment for many people.			
The view is beautiful.			
TOTAL ENVIRONMENTAL CONSERVATION SCORE			

Destruction	1 = low destruction	5 = high destruction	SCORE 1-5
Industrial terracing			
Bare hill summits			
Artificial features (e.g. rubbish dumps, pylons, wind farms).			
The farmers' use of the land spoils the view.			
The landscape would not provide interest and enjoyment for many people.			
The view is ugly.			
TOTAL ENVIRONMENTAL DESTRUCTION SCORE			

Total Conservation or Destruction Score (positive - negative) =





Index of Residential Decay

Village: Gratallops

One ✓ per building for the category it falls into

Building number	Ruins	Poor state	Some deficiency	Good state	Building number	Ruins	Poor state	Some deficiency	Good state	Building number	Ruins	Poor state	Some deficiency	Good state
1					21					41				
2					22					42				
3					23					43				
4					24					44				
5					25					45				
6					26					46				
7					27					47				
8					28					48				
9					29					49				
10					30					50				
11					31					51				
12					32					52				
13					33					53				
14					34					54				
15					35					55				
16					36					56				
17					37					57				
18					38					58				
19					39					59				
20					40					60				

Gratallops Index of Residential Decay



% RUINS	
TOTAL RUINS	=
TOTAL BUILDINGS	
% POOR STATE	
TOTAL POOR STATE	=
TOTAL BUILDINGS	
% SOME DEFICIENCY	
TOTAL SOME DEFICIENCY	=
TOTAL BUILDINGS	
% GOOD STATE	
TOTAL GOOD STATE	=
TOTAL BUILDINGS	

Index of Environmental Quality

Village: Gratallops

Tick each column

Positive features	All	Some	None
	3-4	1-2	0
Traditional construction			
Cobbled paving			
Street furniture			
Trees/flowers/water			
Subtotals positive features			
Total positive features			
Negative features	All	Some	None
	3-4	1-2	0
Abandoned buildings			
Abandoned land			
Domestic and industrial waste/storage			
Heavy traffic/car parking			
Subtotals negative features			
Total negative features			



Final Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

Perception Survey

Village: Gratallops

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
SCORE	3	2	1	0
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
TOTAL POSITIVE SCORES:				
NEGATIVE QUALITIES				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
TOTAL NEGATIVE SCORES:				
OVERALL SCORE: _____ (Positive - Negative)				

Index of Services and Amenities

Village: Gratallops

Tick the column for number of services seen

Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (ticks = n)	w x n
Bodegas/Cellars/wine shops	1		
	2		
	3		
Bars and restaurants	1		
	2		
	3		
Banks	1		
	2		
	3		
Hotel/Accommodation	1		
	2		
	3		
Others	1		
	2		
	3		



Total Index (w x n) =

Relativity Check

Better than the last village	Same as the last village	Worse than the last village

Gratallops: Environmental Conservation or Destruction?

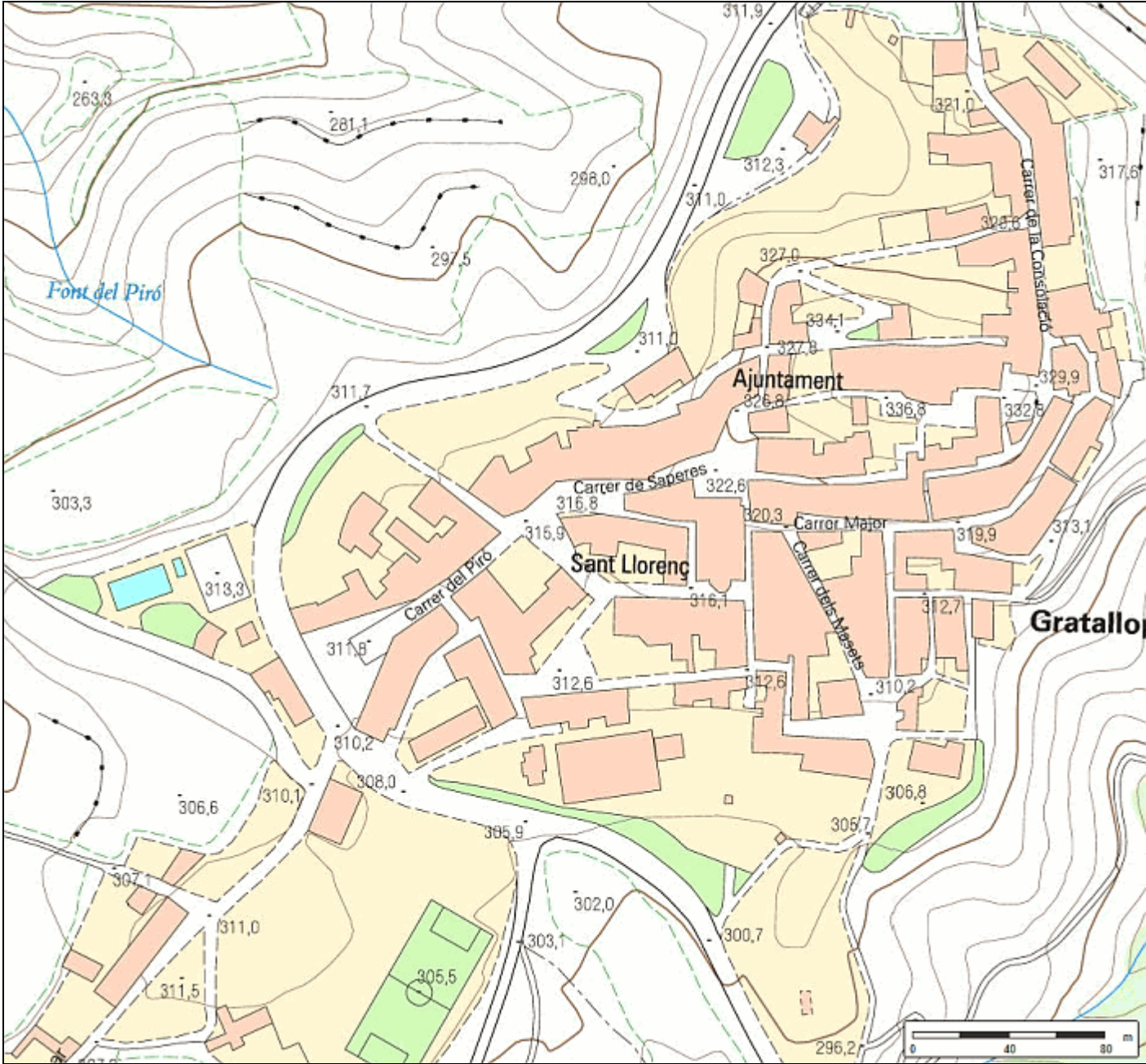
Study the landscape in front of you carefully. Read each of these statements and decide if you think that they apply. The higher the score, the greater the landscape conservation.

Conservation	1 = low conservation	5 = high conservation	SCORE 1-5
Traditional terracing			
River			
Natural landscape			
The farmers' use of the land adds interest to the view			
The landscape would provide interest and enjoyment for many people.			
The view is beautiful.			
TOTAL ENVIRONMENTAL CONSERVATION SCORE			

Destruction	1 = low destruction	5 = high destruction	SCORE 1-5
Industrial terracing			
Bare hill summits			
Artificial features (e.g. rubbish dumps, pylons, wind farms).			
The farmers' use of the land spoils the view.			
The landscape would not provide interest and enjoyment for many people.			
The view is ugly.			
TOTAL ENVIRONMENTAL DESTRUCTION SCORE			

Total Conservation or Destruction Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village



Index of Residential Decay

Village: Lloar

One ✓ per building for the category it falls into

Building number	Ruins	Poor state	Some deficiency	Good state
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Building number	Ruins	Poor state	Some deficiency	Good state
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				

Building number	Ruins	Poor state	Some deficiency	Good state
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				

Lloar Index of Residential Decay



% RUINS	
TOTAL RUINS	=
TOTAL BUILDINGS	
% POOR STATE	
TOTAL POOR STATE	=
TOTAL BUILDINGS	
% SOME DEFICIENCY	
TOTAL SOME DEFICIENCY	=
TOTAL BUILDINGS	
% GOOD STATE	
TOTAL GOOD STATE	=
TOTAL BUILDINGS	

Index of Environmental Quality

Village: Lloar

Tick each column

Positive features	All	Some	None
	3-4	1-2	0
Traditional construction			
Cobbled paving			
Street furniture			
Trees/flowers/water			
Subtotals positive features			
Total positive features			
Negative features	All	Some	None
	3-4	1-2	0
Abandoned buildings			
Abandoned land			
Domestic and industrial waste/storage			
Heavy traffic/car parking			
Subtotals negative features			
Total negative features			



Final Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

Perception Survey

Village: Lloar

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
SCORE	3	2	1	0
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
TOTAL POSITIVE SCORES:				
NEGATIVE QUALITIES				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
TOTAL NEGATIVE SCORES:				
OVERALL SCORE: _____ (Positive - Negative)				

Index of Services and Amenities

Village: Lloar

Tick the column for number of services seen

Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (ticks = n)	w x n
Bodegas/Cellars/wine shops	1		
	2		
	3		
Bars and restaurants	1		
	2		
	3		
Banks	1		
	2		
	3		
Hotel/Accommodation	1		
	2		
	3		
Others	1		
	2		
	3		



Total Index (w x n) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

Lloar: Environmental Conservation or Destruction?

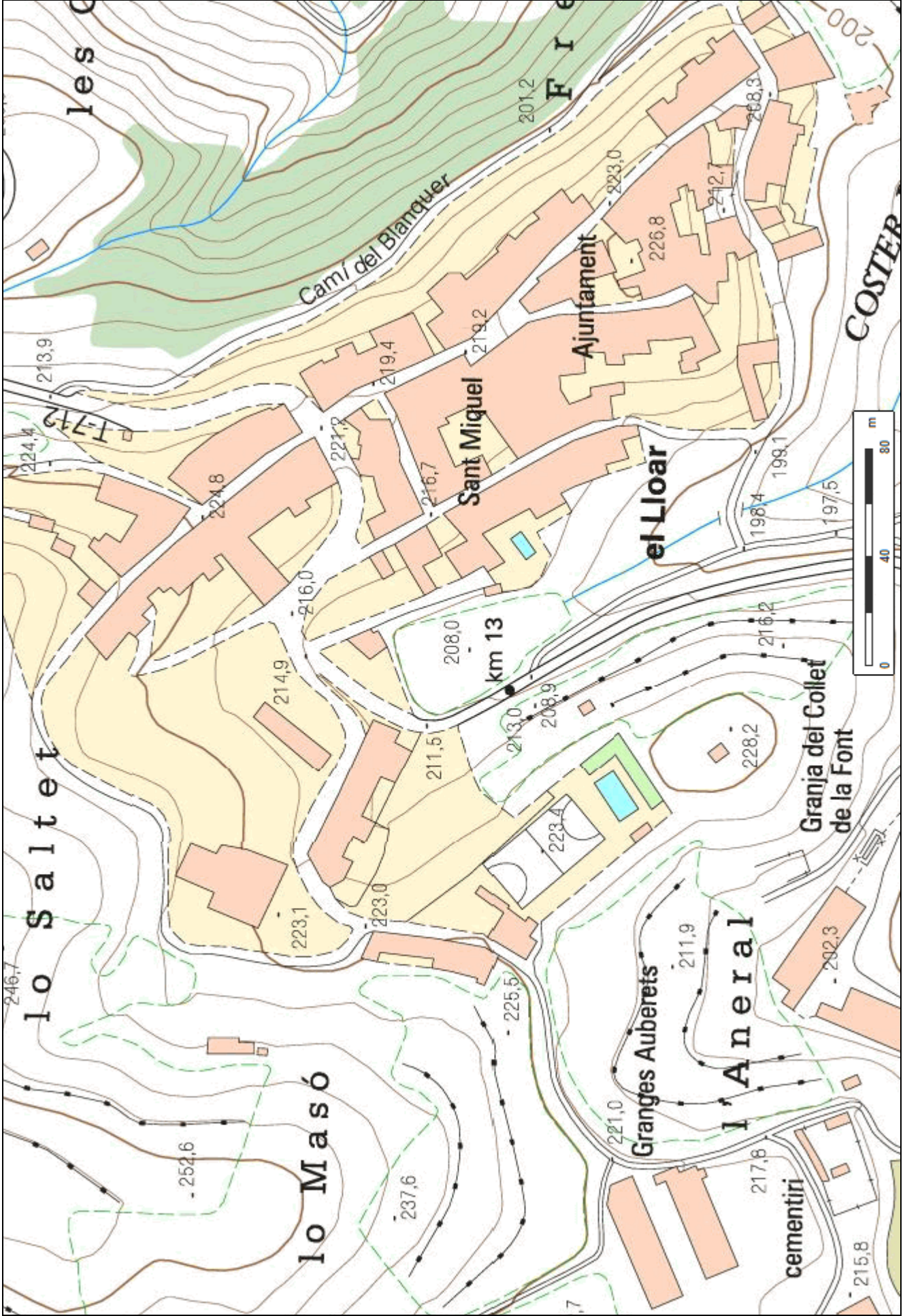
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Conservation	1 = low conservation	5 = high conservation	SCORE 1-5
Traditional terracing			
River			
Natural landscape			
The farmers' use of the land adds interest to the view			
The landscape would provide interest and enjoyment for many people.			
The view is beautiful.			
TOTAL ENVIRONMENTAL CONSERVATION SCORE			

Destruction	1 = low destruction	5 = high destruction	SCORE 1-5
Industrial terracing			
Bare hill summits			
Artificial features (e.g. rubbish dumps, pylons, wind farms).			
The farmers' use of the land spoils the view.			
The landscape would not provide interest and enjoyment for many people.			
The view is ugly.			
TOTAL ENVIRONMENTAL DESTRUCTION SCORE			

Total Conservation or Destruction Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village



Index of Residential Decay

Village: Torroja del Priorat

One ✓ per building for the category it falls into

Building number	Ruins	Poor state	Some deficiency	Good state
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Building number	Ruins	Poor state	Some deficiency	Good state
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				

Building number	Ruins	Poor state	Some deficiency	Good state
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				

Torroja del Priorat Index of Residential Decay



% RUINS	
TOTAL RUINS	=
TOTAL BUILDINGS	
% POOR STATE	
TOTAL POOR STATE	=
TOTAL BUILDINGS	
% SOME DEFICIENCY	
TOTAL SOME DEFICIENCY	=
TOTAL BUILDINGS	
% GOOD STATE	
TOTAL GOOD STATE	=
TOTAL BUILDINGS	

Index of Environmental Quality

Village: Torroja del Priorat

Tick each column

Positive features	All	Some	None
	3-4	1-2	0
Traditional construction			
Cobbled paving			
Street furniture			
Trees/flowers/water			
Subtotals positive features			
Total positive features			
Negative features	All	Some	None
	3-4	1-2	0
Abandoned buildings			
Abandoned land			
Domestic and industrial waste/storage			
Heavy traffic/car parking			
Subtotals negative features			
Total negative features			



Final Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

Perception Survey

Village: Torroja del Priorat

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
SCORE	3	2	1	0
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
TOTAL POSITIVE SCORES:				
NEGATIVE QUALITIES				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
TOTAL NEGATIVE SCORES:				
OVERALL SCORE: _____ (Positive - Negative)				

Index of Services and Amenities

Village: Torroja del Priorat

Tick the column for number of services seen

Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (ticks = n)	w x n
Bodegas/Cellars/wine shops	1		
	2		
	3		
Bars and restaurants	1		
	2		
	3		
Banks	1		
	2		
	3		
Hotel/Accommodation	1		
	2		
	3		
Others	1		
	2		
	3		



Total Index (w x n) =

Relativity Check

Better than the last village	Same as the last village	Worse than the last village

Torroja del Priorat: Environmental Conservation or Destruction?

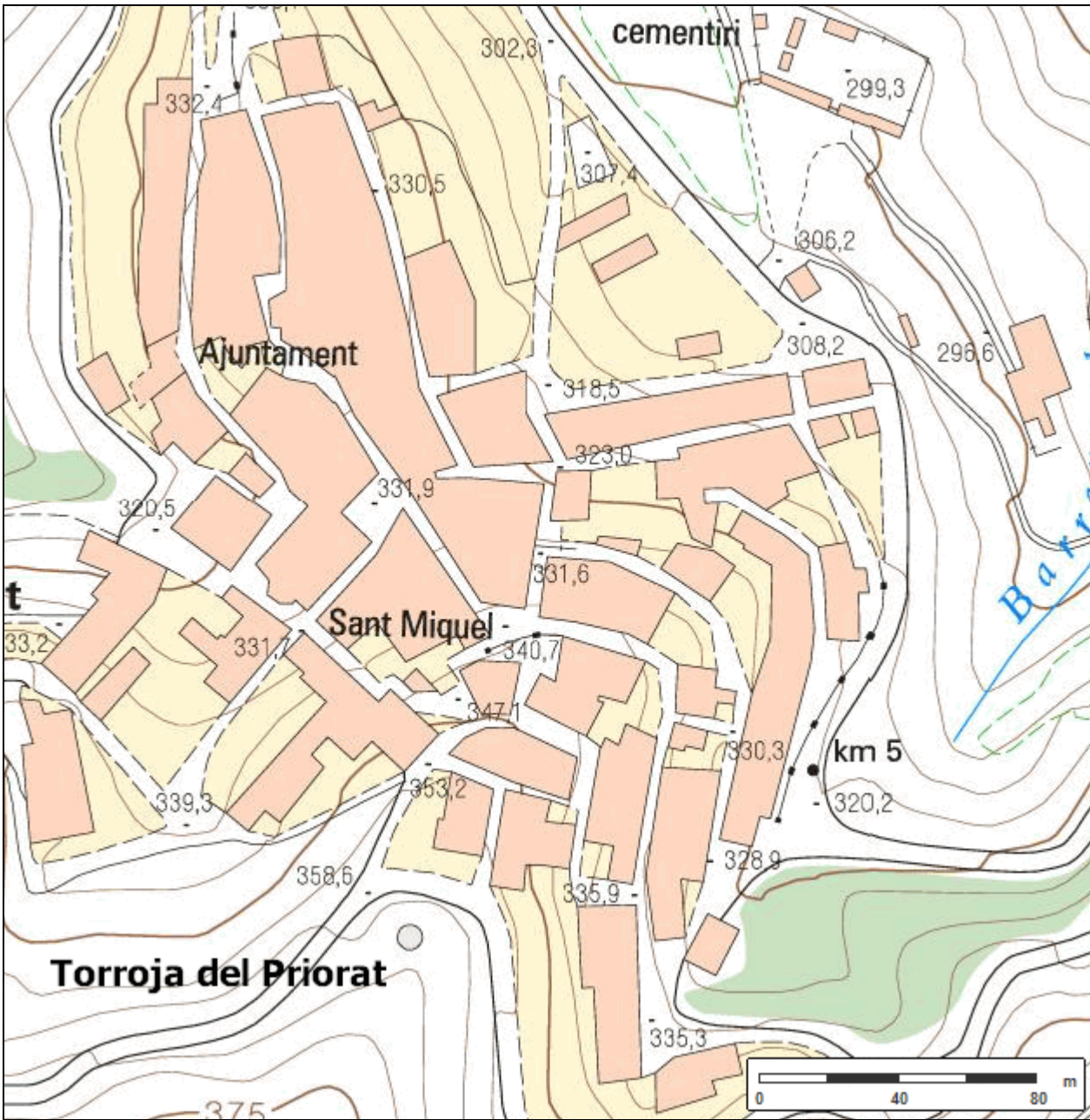
Study the landscape in front of you carefully. Read each of these statements and decide if you think that they apply. The higher the score, the greater the landscape conservation.

Conservation	1 = low conservation	5 = high conservation	SCORE 1-5
Traditional terracing			
River			
Natural landscape			
The farmers' use of the land adds interest to the view			
The landscape would provide interest and enjoyment for many people.			
The view is beautiful.			
TOTAL ENVIRONMENTAL CONSERVATION SCORE			

Destruction	1 = low destruction	5 = high destruction	SCORE 1-5
Industrial terracing			
Bare hill summits			
Artificial features (e.g. rubbish dumps, pylons, wind farms).			
The farmers' use of the land spoils the view.			
The landscape would not provide interest and enjoyment for many people.			
The view is ugly.			
TOTAL ENVIRONMENTAL DESTRUCTION SCORE			

Total Conservation or Destruction Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village



Index of Residential Decay

Village: Porrera

One ✓ per building for the category it falls into

Building number	Ruins	Poor state	Some deficiency	Good state
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Building number	Ruins	Poor state	Some deficiency	Good state
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				

Building number	Ruins	Poor state	Some deficiency	Good state
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				
51				
52				
53				
54				
55				
56				
57				
58				
59				
60				

Porrera Index of Residential Decay



% RUINS	
TOTAL RUINS	=
<hr style="border: 1px solid black;"/>	
TOTAL BUILDINGS	
% POOR STATE	
TOTAL POOR STATE	=
<hr style="border: 1px solid black;"/>	
TOTAL BUILDINGS	
% SOME DEFICIENCY	
TOTAL SOME DEFICIENCY	=
<hr style="border: 1px solid black;"/>	
TOTAL BUILDINGS	
% GOOD STATE	
TOTAL GOOD STATE	=
<hr style="border: 1px solid black;"/>	
TOTAL BUILDINGS	

Index of Environmental Quality

Village: Porrera

Tick each column

Positive features	All	Some	None
	3-4	1-2	0
Traditional construction			
Cobbled paving			
Street furniture			
Trees/flowers/water			
Subtotals positive features			
Total positive features			
Negative features	All	Some	None
	3-4	1-2	0
Abandoned buildings			
Abandoned land			
Domestic and industrial waste/storage			
Heavy traffic/car parking			
Subtotals negative features			
Total negative features			



Total (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

Perception Survey

Village: Porrera

POSITIVE QUALITIES	VERY STRONGLY FELT	STRONGLY FELT	FELT	NOT FELT
SCORE	3	2	1	0
Rich				
Safe				
Friendly/relaxed				
Improving				
Community atmosphere				
Attractive area				
TOTAL POSITIVE SCORES:				
NEGATIVE QUALITIES				
Poor				
Dangerous				
Declining				
Risk of crime				
Unattractive area				
Vandalised				
TOTAL NEGATIVE SCORES:				
OVERALL SCORE: _____ (Positive - Negative)				

Index of Services and Amenities

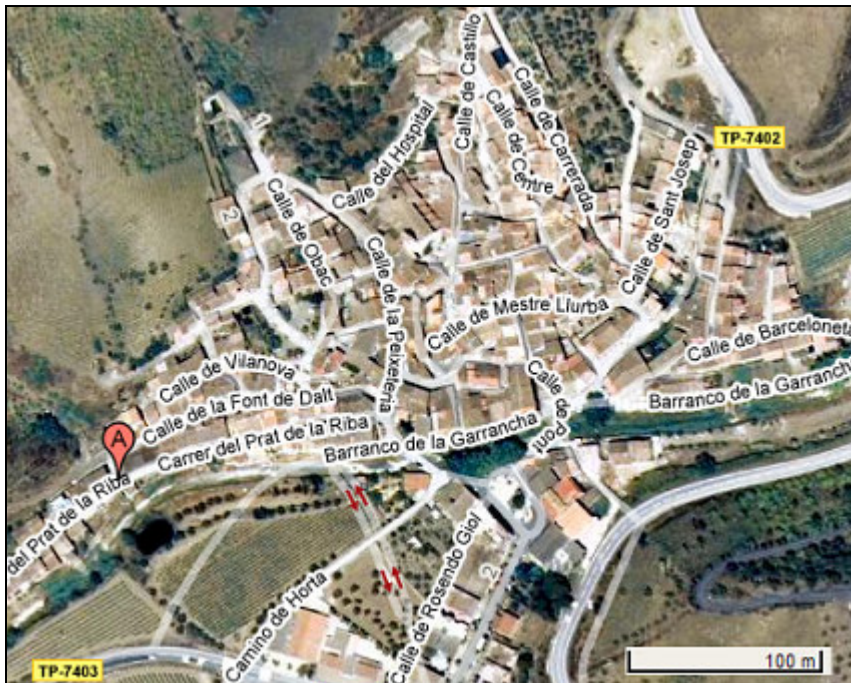
Village: Porrera

Tick the column for number of services seen

Weighting

- 1: Services used by traditional resident
- 2: Services used by tourists and traditional residents
- 3: Services most used by tourists or luxury items

Service	Weighting (w)	Number seen (ticks = n)	w x n
Bodegas/Cellars/wine shops	1		
	2		
	3		
Bars and restaurants	1		
	2		
	3		
Banks	1		
	2		
	3		
Hotel/Accommodation	1		
	2		
	3		
Others	1		
	2		
	3		



Total Index (w x n) =

Relativity Check

Better than the last village	Same as the last village	Worse than the last village

Porrera: Environmental Conservation or Destruction?

Study the landscape in front of you carefully. Read each of these statements and decide if you think that they apply. The higher the score, the greater the landscape conservation.

Conservation	1 = low conservation	5 = high conservation	SCORE 1-5
Traditional terracing			
River			
Natural landscape			
The farmers' use of the land adds interest to the view			
The landscape would provide interest and enjoyment for many people.			
The view is beautiful.			
TOTAL ENVIRONMENTAL CONSERVATION SCORE			

Destruction	1 = low destruction	5 = high destruction	SCORE 1-5
Industrial terracing			
Bare hill summits			
Artificial features (e.g. rubbish dumps, pylons, wind farms).			
The farmers' use of the land spoils the view.			
The landscape would not provide interest and enjoyment for many people.			
The view is ugly.			
TOTAL ENVIRONMENTAL DESTRUCTION SCORE			

Total Conservation or Destruction Score (positive - negative) =

Relativity Check		
Better than the last village	Same as the last village	Worse than the last village

