



OUR PLACE  LEJRE MUNICIPALITY

# Our Place



*Our Place*  
is everything we have.  
And are in the midst  
of creating.

# There is a place ...

Lejre Municipality is a place, well, many places with its forty-nine hamlets, villages and localities.

We choose to be a rural district as a matter of preference. We embrace our villages, natural world and local community.

We live out the dream of building an active life surrounded by nature and the freedom to be. Among the burial mounds of our ancestors, the site of Viking dwellings that tell the story of the Scyldingas, a legendary royal family of Danes, we're developing a modern village life, where quality, community and well-being are key.

We take an innovative approach to rural living close to the city.

We cultivate nearness. We do things together. We want the freedom and space to play in the forest, to fish in the fjord and to enjoy the peace and quiet. We want our children to climb in trees and hop in puddles. We like to eat well so we take care of the countryside we love and that feeds us.

Large, small and completely unique places exist and are being created across our municipality by our many entrepreneurs and passionate individuals. Our aim is to provide space for people and the local business community to set things in motion and be creative, a place where quality workmanship and free enterprise flourish. Based on a desire to go beyond administration, our local government office wants to partner with residents and entrepreneurs, to

be creative and to find solutions that make our vision of a modern community a reality. We believe in a community where growth involves not just an abstract financial goal but also greater quality, happiness and more energy, combined with the freedom to realise the dream of Our Place.

Our Place will be an ongoing response to major social issues concerning urbanisation, centralisation, indifference and stress. We love the big city, where the majority of us work, but we have our homes and live in Lejre Municipality. In an age where noise, tight schedules, fast food and a guilty conscience are increasingly prevalent, we've created the foundation for an alternative environment many people dream of: peace and quiet, the good life, nearness, energy

and the freedom to pursue individual and shared interests.

We're ambitious and unafraid to forge our own path, undaunted in our efforts to create a good, worthwhile daily life in a place that brings people together and takes responsibility, where nature is part of everything we do and where we create the freedom and space to unfold.

There is a place that dares to do this: Our Place.

Ejby Ådal is a sub-glacial trench formed during the Ice Age.  
More than 600 different plants grow here.  
The stream winding its way through the valley is one  
of the purest in Zealand.

## Our Place



Community and collaboration  
are the hallmark of Our Place.

Our Place



Some of Denmark's most challenging mountain bike routes crisscross Bidstrup Forests in Skjoldungeland National Park.

Our Place

# There is a place with forty-nine villages

*“We’d like to create a modern community where large neighbourhoods are divided into microcosms, each with ready access to nature but where every street also becomes its own little village.”*

*Local resident and property developer,  
Hvalsø*

Located in a rural district stretching from Biltris to Borup Huse in a verdant hilly landscape, Lejre Municipality has forty-nine villages and hamlets – some incredibly tiny and a few quite large, each with its own identity and strong community.

There aren’t many places in Zealand that can offer authentic rural living in close proximity to the diversity and job

opportunities available in the big city. Living here is a conscious choice to live in a country village. This is the reason why we consider developing and innovating rural villages as a crucial shared task. Our aim is to build on our unique rural culture to create the modern village.

The Village 3.0 project focuses on nearness, which is why we work to bring

nature into the heart of our villages – but we simultaneously use smart technology to meet the demands of modern life for easy access to the city and to the world.

Our Place is made up of forty-nine villages firmly planted in the rich soil of over a thousand years of history and also the future.

Enjoying outdoor bathing is easy in Lejre Municipality, with small lakes like Avnso and Kyndelose Sydmark, and beaches like Nagels Rende and Herslev Strand along the fjord.

There is a place  
where we are surrounded  
by nature

Nearness characterises our villages and hamlets,  
with the diversity of the big city close by.

There is a place  
where the countryside  
is close to the city



# There is a place where we share and create together

*“The best thing about living in Kyndeløse is my friendly, welcoming neighbours. Happiness is living in a village with loads of committed residents who keep the local council going, run events, stick together, talk to one another, get on with each other and make room for our differences. This is a source of joy in daily life. Our local community is vital because it takes better care of us than all manner of state and local government measures. Our local community is vibrant and strong.”*

*Resident and business owner, Kyndeløse*

Volunteering and community involvement are embedded in our municipality's outlook, for example, when a group of residents get together to support the cinema, Hvalsø Bio, or Tadre Mill, or Kyndeløse villagers gather for a weekly meal or when a group of motivated volunteers take the elderly from Bøgebakken, an assisted living facility, for a walk in the forest.

In a municipality without a central hub, everywhere is the centre, which is why it's important that we help one another.

Public and private services simply can't reach every nook and cranny of our dynamic municipality. Perhaps that's why we're so good at lending a hand. The wealth of strong relationships and communities here is instrumental to having residents who are more satisfied and who live longer and healthier lives compared to the rest of the region. We know that when our basic needs are met, then our quality of life is most dependent on our relationships and sense of responsibility toward our friends, neighbours and fellow citizens.

Our municipality actively works to strengthen associations and clubs. Local government premises and equipment belong to everyone and they are made available to all residents. We value and appreciate our many dedicated volunteers. We help each other, especially those who are in greatest need, and we make it easy to start new activities. Over a third of those who live here are active volunteers.

Lejre Music School is a musical powerhouse  
that's a big hit among children and young people.

There is a place  
where we do things together



“The Rollers” are a group of motivated volunteers who take the elderly for walks in all types of weather.



There is a place  
where friendly people give the elderly  
a helping hand

Volunteers teach children and young people to sail in Herslev Strand Sailing Club for free.

There is a place  
where we can learn to sail every  
Tuesday and Thursday



Residents work together to grow food and plants in the Paradise Hills allotments.

There is a place where people garden together



Osted Sports Centre is a meeting place for over 600 enthusiastic children, young people and adults.

There is a place  
where solidarity and teamwork thrive

# There is a place enveloped by nature

*“It’s funny because my daily life, similar to that of many others, is influenced by my job in Copenhagen, the kids’ activities and meals. But when I exit the motorway at junction 15, wind along the small country roads and see the forest, the roadside flowers and the rolling landscape I’m filled with happiness and know that I’m home. When I go jogging in Ådal glacial valley I know exactly what life is about and why I live in Ejby.”*

*Resident, Ejby*

Our nature is truly exceptional. Skjoldungernes Land National Park combines hilly glacial landscape with some of Zealand’s most beautiful forests. From the valleys of Elverdamsdal to Kornerup Ådal the municipality is crisscrossed with streams and springs. We boast crystal clean fishing waters and 70 km of coast along the fjord.

Unsurprisingly, a record number of people enjoy the many leisure activities the countryside in Lejre Municipality

affords. From the kayaking club on the fjord in Lyndby, to five-star mountain bike routes in Bidstrup Forests to Zealand’s most beautiful golf course at Ledreborg Palace. From popular hiking trails and secret paths in Ejby Ådal, to playing in the untouched nature of Storskoven forest to trout fishing in Kornerup Stream.

One of the main reasons to live here is our natural surroundings and the tranquillity and unfolding of the seasons

along our beautiful coasts and forests. That’s why we take care of these natural gifts and make them an integral part of our daily lives. This is true for our villages, day care centres, schools, along our roads and in the countryside.

The natural world is part of the dream when we make the decision to live in the country.

Avnsø Lake is one of Zealand's cleanest.  
There's a jetty, picnic tables, a fire pit and an exhilarating rope  
swing that whisks you toward the lake's edge.

There is a place  
where the water is pure

Nature is an integral part of the country villages,  
schools and day care centres of Lejre Municipality.

There is a place  
where children are outdoors all day

Lejre Sea Kayaking & Outdoor Association makes  
the most of the waters along the area's many coasts.

There is a place  
where the horizons are wider

A dozen sea eagles live and hunt  
in Skjoldungernes Land National Park.

There is a place  
where sea eagles fish freely

# There is a place where the children wear wellies

*“We wanted to have it all: the woods, the beach, nice neighbours. We drove through Lejre and fell in love. There’s the cities of Copenhagen and Roskilde just a stone’s throw away. And neighbours happily lend out their tools. I’d also like to grow vegetables and have chickens in the garden. That was important. That’s why we chose Lejre.”*

*A mum, Lejre*

Families with children make up the core of Lejre Municipality’s population. A good, healthy life for the children, with fresh air and grass between their toes, tops the list of residents’ hopeful expectations. Choosing to settle in our community means families give their children an active childhood full of love.

Volunteers are a vital part of the engine of creating a good life for our children.

Herselv Strand Sailing Club, FC Lejre and the Land of Legends Lejre are just some of the area’s clubs and associations that parents and an abundance of volunteers support. We help each other to create a good life for our children with everything from potluck supers, to carpooling, to games and babysitting.

Lejre Municipality is not – and will never be – an asphalt and concrete

suburban wasteland. Day care centres and schools brim with nature. We will invest locally and when possible collaborate across cultures, associations and the business community to create the best possible environment for our children, instilling in them the desire for life-long learning and exploration.

Aynstrup Children's Farm is a small  
kindergarten with a forest playground.

There is a place  
with jungle gyms everywhere you look.

Volunteers in the Gershoj Amateur Fishermen's Association host the annual fish-for-a-day event for schools and day care centres.

There is a place  
where the children know  
the names of the fish

Children in Lejre Municipality play outdoors no matter what the weather.

There's a place where you're free



# There is a place where you can if you want to

*“The smallness of our municipality means we are close to each other, our politicians and local officials. We have a great location geographically. We have a fantastic history that can reach the whole world if that’s what we want.”*

*Resident and business owner, Hvalsø*

Quality is a key factor for us in daily life in Lejre Municipality. Things need to be done properly and food should have loads of flavour. Craftsmanship and quality are hallmarks. Vestergaard Company in Gevninge manufactures the world’s best de-icing equipment for aircrafts. Friis-Holm has repeatedly won the World Finals of the International Chocolate Awards. Vibe Økologi grows organic berries exclusively for the restaurant NOMA. Lejremælken was the first dairy farmer in Denmark to produce milk from a

single source. We also have thousands of freelancers and self-employed individuals who supply high-quality services to urban centres from home offices.

The municipality’s aim is not large-scale production facilities or huge visible buildings along the motorway. We make sure passionate individuals and entrepreneurs have the right framework for growth. Three out of four local entrepreneurial enterprises remain in business after four years. This is unique nationwide and an outcome

we celebrate and support in our area.

With the majority of us working in the city, we have many commuters. At the same time local businesses are essential. In particular, because the more people who work from home, the more specialty shops there are, the more family-run businesses we have and, ultimately, the more sustainable and full of life our villages are.

Lejre Municipality makes room for enterprise.

Denmark's first 100% local organic milk  
was produced by four Lejre Municipality farmers.

There is a place  
where the milk is famous

Vores Sted  
Lejre Kommune



Vestergaard Company in Gevninge manufactures the world's best de-icing equipment for aircrafts.

There is a place  
where the little ones help the big ones

World chocolate champion Mikkel Friis-Holm  
built his chocolate factory in Hvalso.

There is a place  
where there's room for good ideas

# There is a place packed with flavour

*“When they say that we’re the city’s lush front garden, pantry and source of water, it’s quite literally true. It’s clear even to those of us who aren’t organic farmers that prioritising ecology has accelerated business development. This suits our local government well and also brands the area incredibly positively.”*

*Resident, Kirke Saaby*

As agriculture faces up to the enormous challenges of our day, Lejre Municipality considers ways to use available resources even better. How can we achieve even greater diversity in food production? How do we protect our drinking water?

Our many food producers and farm shops offer tempting products, from freshly laid organic eggs, milk and vegetables to wild boar, deer, beer and the world’s best chocolate.

The municipality is home to food artisans who win prizes worldwide and we’re proud that our farmers supply raw ingredients to Michelin-starred restaurants in Copenhagen, as well as our own kitchens.

Our food and local ingredients do more than just taste good and create joy in the kitchen. They connect our communities and bring villages together. They provide places, markets and local shops where we can meet, get to know one

another and do our shopping. Local ingredients help foster the feeling that we belong.

Lejre – The Green Municipality is more than just a question of business development. It’s a vision that attracts passionate individuals and cultivates hundreds of active places in the area.

In 2011 Lejre Municipality began exploring the benefits of pursuing a greater focus on ecology. The aim was to produce quality food products and to protect our nature and drinking water.

There is a place  
where the food is packed with flavour

Hegnsholt Poultry Farm is a supplier to Copenhagen's gourmet restaurants and is also the setting for a local association of residents who raise chickens together.

There is a place  
where we raise chickens together

# There is a place where children dress up like Vikings

*“Lejre’s history is a living adventure that envelops everyone. When I’m home I feel the sense of belonging that comes from ten generations. There’s a weightiness and a presence I’ve never encountered elsewhere.”*

*Resident, Gevninge*

History is in the air we breathe in Lejre Municipality. There’s Denmark’s new national park, Skjoldungernes Land, where our nation’s proud ancestors left their mark with stone settings and royal halls. Ledreborg Palace is an eighteenth century pearl with Northern Europe’s longest tree-lined avenue. Traces of more than 10,000 years of settlements and signs of Lejre’s history as a centre of power dot the landscape.

We actively enjoy our surroundings and are happy to share our story with the world.

Our churches arrange concerts and festivals. Our estates welcome over 100,000 visitors annually. Families can live like Vikings at the Land of Legends Lejre, explore the mythical stone ship in Gammel Lejre or one of our 247 burial mounds and passage graves. Ancient refuse heaps from Stone Age kitchens along the fjord provide the backdrop for today’s amateur fishermen, while cyclists ride among Bronze Age burial mounds and race around Bistrup Forests.

Unspoiled surroundings are an important asset and a responsibility we take seriously. It matters how our villages and countryside look. Conservation is one of our core values, which is why we focus on what’s honest and genuine when we incorporate our history and natural surroundings in a way that complements our modern rural lifestyle.

We live history – and experience the real thing daily.

The mythical stone ship in Gammel Lejre stands in the middle of the Skjoldungesti hiking trail. Next door is a fire pit where people can gather to share stories or have a picnic.

There is a place  
where the old legends survive

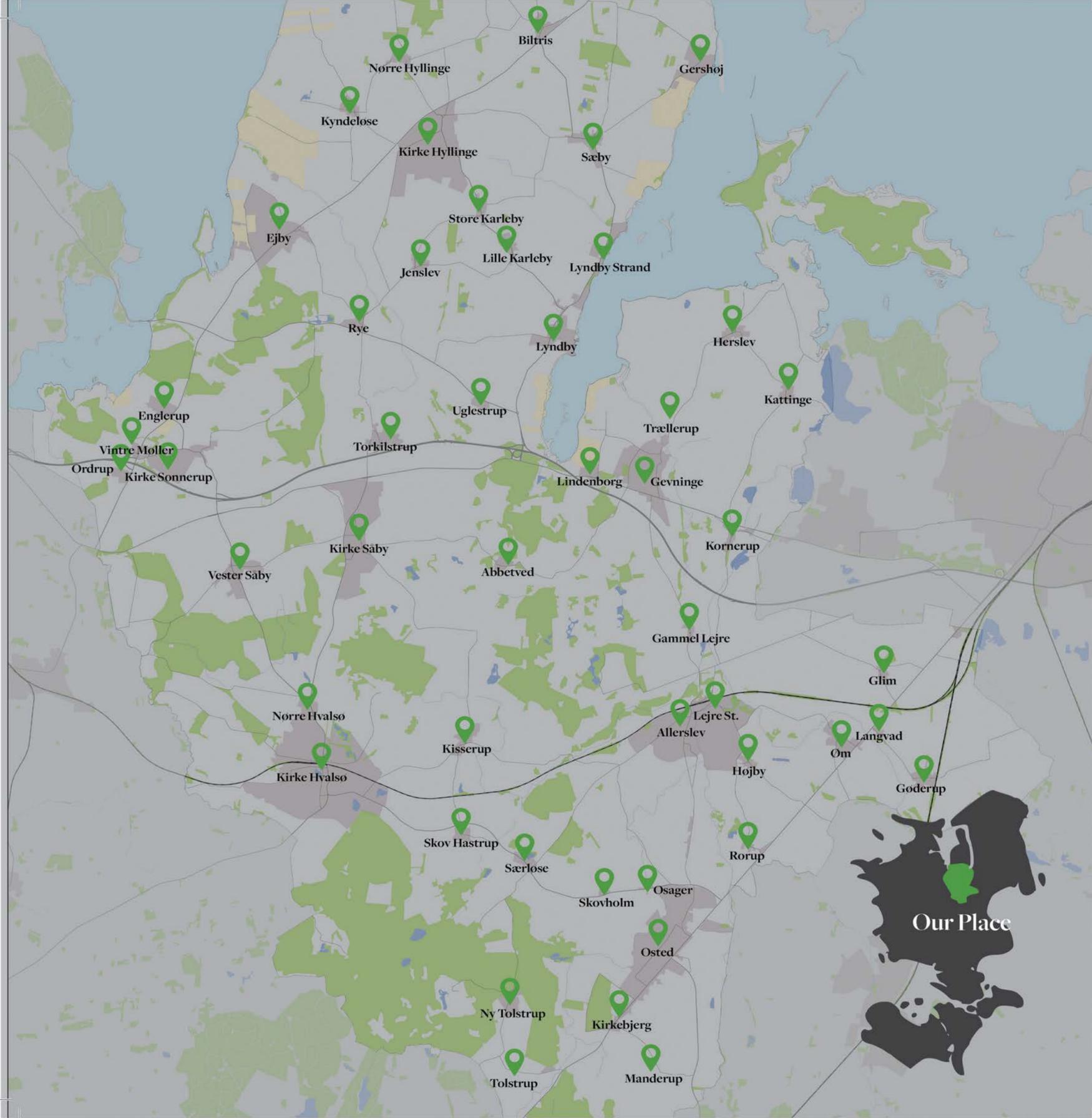
At the Land of Legends Lejre visitors can try a longbow, throw a Stone Age spear or take a more peaceful trip in a dugout.

There is a place  
where children wear Viking shields  
and swords

Craftsmanship is a hallmark of who we are,  
whether it's art, food, furniture or buildings.

There is a place  
where craftsmanship flourishes

Vores Sted   
Lejre Kommune



*Our Place* is the story of Lejre Municipality.  
Our shared identity – our heart and soul –  
and the community we are working to create.

This book illustrates our values and our stories.  
It's a promise to ourselves to always contribute  
to the story of Lejre Municipality.

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