

A scenic view of a rural Swedish lakeside. In the foreground, a small red wooden house with a white window and a brown tiled roof sits on a rocky shore. Several trees, including a tall, thin evergreen and a smaller deciduous tree, are scattered around the house. The water is calm and reflects the sky and the house. In the background, a wide expanse of water stretches to a range of low, forested hills under a clear blue sky with a few wispy clouds.

# Living in rural Norrland

Why is the northern Swedish countryside so attractive to international newcomers?

# Who am I?

**Paul Connolly** - former editor/writer for The Times, Reuters, Metro and Daily Mail. Moved to Skellefteå with partner, Donna, in 2012. We had twins one year later.

Since then I've helped the municipality recruit teachers from the UK, and was on the launch team for The Great Northern.

I have helped 11 families move to Skellefteå and also run a 1,500-member Facebook promoting rural Norrland property.

The view from our London flat...



...and the view from our Skellefteå house



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# Our local hospital in London...



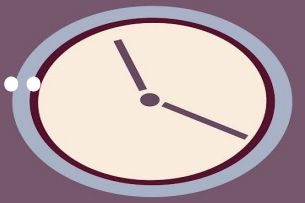
...and happy staff at Skellefteå hospital



London had a lack of playing space...



Working late is normal in the UK...







**Not a problem in rural Skellefteå**

**This is at the bottom of our 'garden'**



...but not in Sweden



Traffic in London...



...and Skellefteå traffic

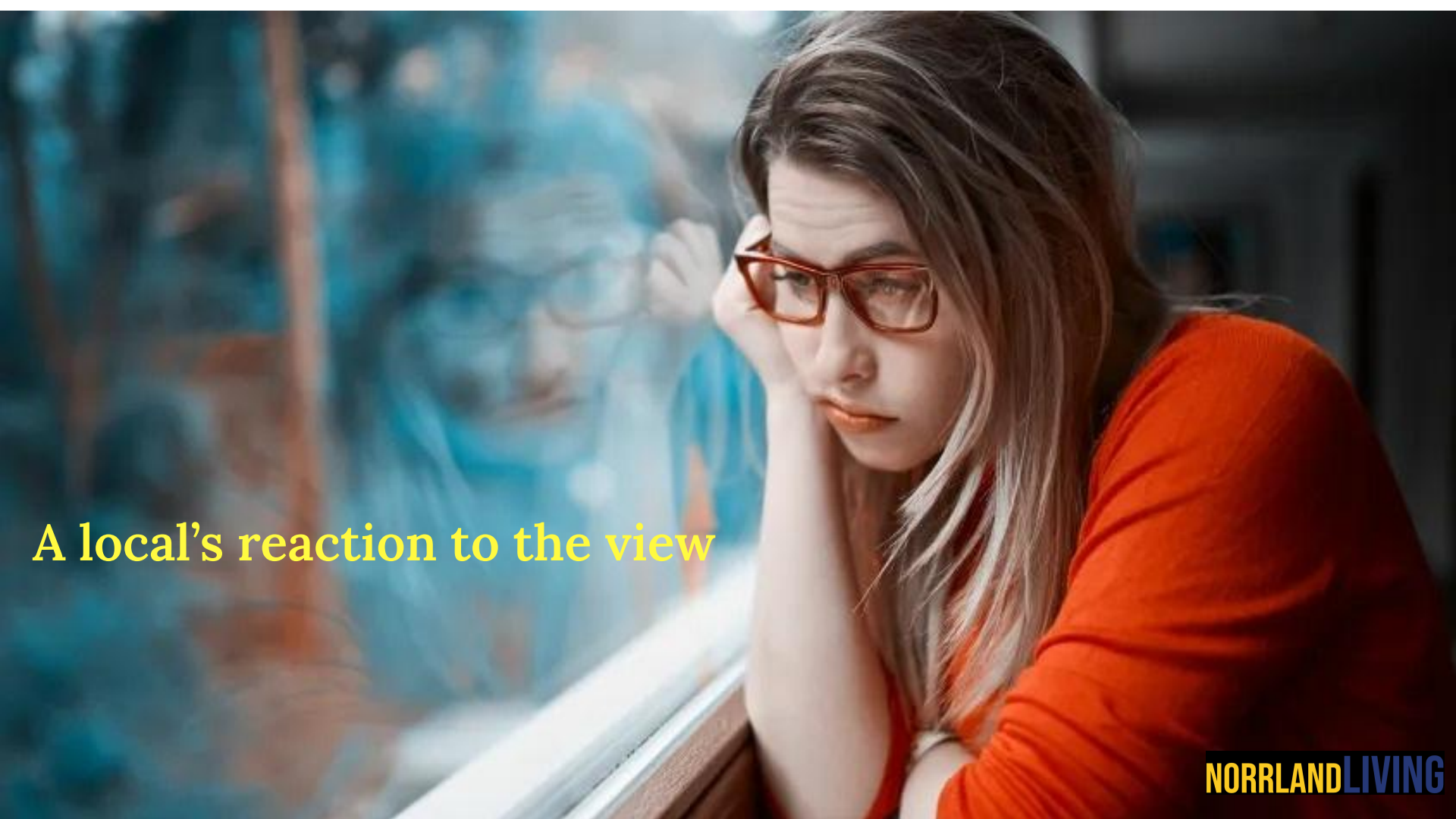


**Our house cost less than a parking space in London**



**The view from our veranda**

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A local's reaction to the view



A newcomer's reaction

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# NORRLAND LIVING

ISSUE 1 - JANUARY 2022

THE ENGLISH GUIDE TO LIFE IN NORTHERN SWEDEN

## HOW MUCH?

Yes, rural houses in Norrland really ARE that cheap!

## "I WAS SO LONELY FOR SO LONG"

How a Londoner finally learned to love Skellefteå

## "WE'RE COMING HOME!"

THE RETURN OF THE WANNADIES

## CHILD'S PLAY

Our guide to the best playgrounds in Skellefteå

## THINGS TO DO

Fun and culture in Skellefteå!

[www.norrlandliving.com](http://www.norrlandliving.com)

**FUN:** Discover the best skiing in Skellefteå

**FOOD:** Why is moose not in supermarkets?

**KIDS:** How to choose the best school

# What will Norrland Living offer?



- **Tips on how to integrate**
- **Emotional stories from those who have already moved here**
- **Advice on Skellefteå life from local Swedes - we want to be part of the conversation between locals and newcomers**

- **No sugar-coating: adapting to a new life can be hard**
- **Where to find fun things to do**
- **Guides to schools, activities, Norrland traditions, and more**
- **We love living here - we want to share that joy**

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