

FIN-URB-ACT

Local Action Plan City of Maribor



April 2011



Local Action Plan City of Maribor

The Initial Situation

According to the baseline study¹, the Local Support Group (LSG) agreed to establish a web portal within the FIN-URB-ACT Project. The web portal would systemise and provide SMEs with:

- Information on various public tenders expected to be published within activities performed for the European Capital of Culture (ECC). Maribor namely applied for ECC 2012 in 2007 in cooperation with several partner cities. Based on the related ECC plan of investments and activities, the LSG assumed that there would be numerous activities launched by the ECC secretariat and management body, partner cities and other involved organisations during the ECC preparatory and implementation stages, that could be interesting for SMEs (e.g. design and construction of planned premises, provision of goods and services related to development, organisation and implementation of the ECC programme).

As planned, the portal should also provide links to other institutions providing SME funding and promotion-related activities, such as:

- Systemised and updated information on sources of finance available for SMEs, including a complete list of specific EU programmes for SMEs;
- Database on available business sites and premises offered by the Municipality of Maribor.

Once established, the SME “public procurement portal” should remain active and available for SMEs also after 2012, integrating information on future public tenders on goods and services to be published by towns, institutions and organisations.

Activities related to establishment of the web portal included:

- Feasibility study;
- LSG liaison with the ECC secretariat and the management body;

¹ Baseline Study Final, by Patrick Fourgnette, Christian Huttenloher, Sonja Gierecker, Aachen & Brussels, October 2008

- Development and design of the portal contents, agreement on the host and establishment of links to other SME support organisations;
- Raising awareness and promotion of the web portal among SMEs.

As originally planned, establishment and development of the web portal should have been done by experts, while LSG should monitor and advise on activities during the implementation stage.

In addition, Maribor was specifically interested in obtaining information and good practice under the project in the field of town centre management for revitalising high streets or urban neighbourhoods or small rural towns in cooperation between all stakeholders involved in the area.

Aim of the Local Action Plan adjustment

The LSG started its activities related to the above action plan in 2008. Unfortunately, all the ECC activities have been substantially postponed, mostly due to lack of funds to be provided for the ECC at the national level. The line ministry adopted final decision to support the ECC project as late as in 2011, and the ECC management body was also established at the beginning of 2011. Therefore, the LSG was not able to implement the planned FIN-URB-ACT activities related to the ECC. Additionally, as established during initial analysis, development of the planned web portal independently would require additional funds, which were clearly not accessible at the time.

Accordingly, during the first half of 2010, the LSG had to reconsider and redefine the original Local Action Plan. The idea was to focus on a narrower list of activities with broader practical outcomes.

The process was supported by the FIN-URB-ACT Lead Expert, Mr. Fourquette (Gijón, 2010). Consequently, the LSG agreed to focus on the **revitalisation of the historical city centre**, with a special aim of supporting SMEs operating in the area.

Based on that, the LSG was enlarged (see item 4 below), involving a representative of GIZ Stari Maribor (Association of Old Maribor) – a NGO that has been involved in the development of cultural and economic revitalisation of the old centre of Maribor for many years. GIZ Stari Maribor includes 80 members and over 200 associated members. GIZ acts as a representative of the business community operating in the old centre. Its main aim is to recognise and promote common needs of the business community against the municipal offices and other institutions, develop and submit proposals on improvement of operating

conditions to the City Council and lobby for their adoption. GIZ also acts as a link between the business community and different institutions involved in development, organisation and implementation of cultural, tourist and social activities in the old city.

The outline of adjusted action plan was elaborated and agreed during the study visit to Maribor by the FIN-URB-ACT Lead Expert, Mr. Fourgnette, and the FIN-URB-ACT Thematic Coordinating Partner, Mr. Sholze (July 2010), covering strategic issues related to revitalisation of the old city centre. The concept was further presented and discussed at the FIN-URB-ACT partner meeting and workshop held in Maribor in November 2010.

The adjusted Local Action Plan

Based on advice and assistance provided by the FIN-URB-ACT Lead Expert, the LSG decided to link activities and institutions dealing with individual fields of revitalisation and to include additional activities into an integrated concept of revitalisation of the historical centre covering economical, cultural and social aspects. The LSG has also taken into account findings and recommendations provided by the URB-ACT expert, Mr. Gaetano Molura, under the URB-ACT project “Support for Cities” (2007).

The concept is based on an idea of developing the historical city centre for the benefit of its inhabitants and visitors into a nice place to live and lively place to visit, taking into account the needs of its inhabitants and expectations of its visitors, introducing modern technologies (e.g. energy saving in restructuring of old buildings) and management and marketing concepts (such as professional management), utilising and supporting all its broad potentials of cultural, social, administrative and other institutions, ECC and other cultural, entertaining and other events, and promoting further development of the SME community operating in the area.

The adjusted Local Action Plan covers the following topics²:

1. Analysis of the current state of different activities related to revitalisation of the historical centre of Maribor;
2. Definition of the needs and expectations of main stakeholders: residents, visitors-tourists, businesses operating in the area;
3. SWOT analysis;
4. Development of the vision and strategic goals;

² Summary Adjusted Local Action Plan is enclosed (Annex I)

5. Integrated action plan on economic, cultural and social revitalisation of the historical centre covering five main fields and linking plans and activities intended and implemented by different institutions in individual fields:
 - Traffic regime: access to the historical city for residents, businesses and visitors, parking;
 - Revitalisation and reconstruction of buildings, streets, squares (involving new technologies, energy saving, etc.);
 - Revitalisation and restructuring of activities: public services, business and commercial services, shops, catering, cafés etc.;
 - Various events for residents and visitors during the whole year at all adequate sites;
 - Tidiness and attractive look;
6. Organisational issues: integrated approach in implementation of the action plan:
 - Professional management;
 - The role of municipality and other main stakeholders;
 - Coordinated and joint action of main players;
 - Information and promotion support, including information on premises and information on financial sources available for SMEs;
7. Necessary links to and support from other fields (e.g. economy, tourism, local regulations, legal environment etc.);
8. Budgetary issues and envisaged projects to implement planned actions;
9. Formal approval of the Action Plan on Revitalisation of the Historical City Centre by the City Council.

Composition of the Local Support Group

The Local Support Group has been slightly changed, including a new member from GIZ Stari Maribor and some additional changes in position of previous members:

Organisation	Name of the representative	Position in the organisation	E-mail
Ministry of the Economy	Marlen Skarlovnik	Adviser	Marlen.Skarlovnik@gov.si
Development Projects and Investment Service –	Andreja Budar	Project manager	andreja.budar@maribor.si

Project Office (Municipality of Maribor)			
Culture and Youth Office (Municipality of Maribor)	Daniel Sajko	Head of cultural department	daniel.sajko@maribor.si ;
Finance and Budget Office (Municipality of Maribor)	Zdenka Pišek	Head	zdenka.pisek@maribor.si
Mayor's Office (Municipality of Maribor)	Katja Lenič Šalamun	Adviser	katja.lenicsalamun@maribor.si
Tourist Board (Municipality of Maribor)	Vesna Male	Adviser	vesna.male@maribor.si
City Council (Municipality of Maribor)	Daniel Blejc	Member	daniel.blejc@modan-i.si
Hypo Alpe-Adria-Bank d.d.	Liljana Adanič	Ptuj Branch, Manager	Liljana.Adanic@hypo.si
SKB Societe Generale Gr	Anamarija Šprah	Revidicom d.o.o Certified Auditor	anamarija.sprah@triera.net
Chamber of Commerce and Industry of Štajerska	Maja Anastasija Henke	Expert	info@stajerskagz.si
Cultural and Performance Centre Narodni dom Maribor	Vladimir Rukavina	Director	gogo@nd-mb.si
Economic Institute Maribor - Regional SME Promotion Centre	Viljenka Godina	Director	Viljenka.godina@eim-mb.si
MRA, Maribor Development Agency	Vladimir Rudl	Director, EEN	vladimir.rudl@mra.si
MRA, Maribor Development Agency	Peter Ekart	Adviser	peter.ekart@mra.si
GIZ Stari Maribor	Tatjana Mileta	Director	mileta.tatjana@gmail.com

Activities Accomplished during the Project

The adjusted Local Action Plan (LAP) was drafted during the study visit of the FIN-URB-ACT Lead Expert, Mr. Fourquette, and the FIN-URB-ACT Thematic Coordinating Partner, Mr. Sholze, in Maribor (July 2010). The concept was further presented and discussed at the FIN-URB-ACT partner meeting and the workshop held in November in Maribor. Based on that, the summary document was prepared in January 2011 and agreed by the LSG.

Simultaneously, there were several actions covered by the LAP either implemented or ongoing, as follows:

1. LSG studied and discussed previous and ongoing actions, documents and plans dealing with individual fields of revitalisation (such as spatial documents, renewal of old

buildings, development and implementation of cultural and social events etc.) in order to define key areas to be covered by an integrated action plan for revitalisation;

2. Between October 2010 and January 2011, the LSG members consulted municipal experts in charge of spatial planning, renovation of buildings, traffic arrangements and local legal framework, making them aware of the old city revitalisation concept being developed under FIN-URB-ACT and obtained their support;
3. LSG liaised with experts involved in preparation of strategic documents of Maribor (two overall strategic documents, and strategic guidelines on tourism were accomplished) in order to raise awareness of the FIN-URB-ACT LAP topics ;
4. In June 2010, the LSG accomplished an analysis on SME financing AND needs. The investigation was based on a questionnaire and involved a target group of 50 micro and small enterprises.
5. In order to define the needs and expectations of main stakeholder groups, the LSG prepared and implemented an investigation based on a questionnaire for key stakeholders: residents, of the historical centre, visitors-tourists, tourist guides and agencies, and businesses operating in the area. The investigation was implemented during the period November 2010 – January 2011;
6. An overview of financial sources and EU programmes available for SMEs was prepared in the form of a brochure and published on the Maribor Development Agency's website. It will be linked to the municipal website and websites of SME support institutions operating in Maribor.
7. The database of premises available for SMEs is being developed (expected to be accomplished by end of March 2011). A draft version of the web database has been elaborated and an agreement on cooperation with the regional chamber of industry and commerce and regional Chamber of Crafts was achieved. Once the database is established, it will be linked to the municipal website.
8. SWOT analysis, the vision and (some) strategic goals were drafted at the workshop held during the FIN-URB-ACT partners meeting in Maribor (November 2010), completed and agreed by the LSG;

Activities Planned for the Future

The adjusted LAP is a document that includes long-term strategic goals and actions planned to be implemented over a period of several years. It will require a coordinated approach of

different municipal offices and cooperation with key stakeholders from other institutions. It will have to be further detailed in the form of implementing projects and actions, and it requires active involvement of the city management. As such, the document should be formally presented and adopted by the City Council. The procedure might take several months. The LSG will submit a proposal for the procedure in April 2011.

CONTACT:

Andreja Budar	Mestna občina Maribor, Ulica heroja Staneta 1, 2000 Maribor Služba za razvojne projekte in investicije - projektna pisarna phone: 00386 2/2201-408, fax: 00386 2/2201-451; email: andreja.budar@maribor.si
Katja Lenič - Šalamun	Mestna občina Maribor, Ulica heroja Staneta 1, 2000 Maribor Phone: 0386 2/2201-238, email: katja.lenicsalamun@maribor.si

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/project



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT

