



Integrated Action Plan

Revitalisation of the city centre 2025-2030



URBACT



Co-funded by
the European Union
Interreg

U.R.IMPACT
Prioritising Social Impact in Urban Regeneration

Contents

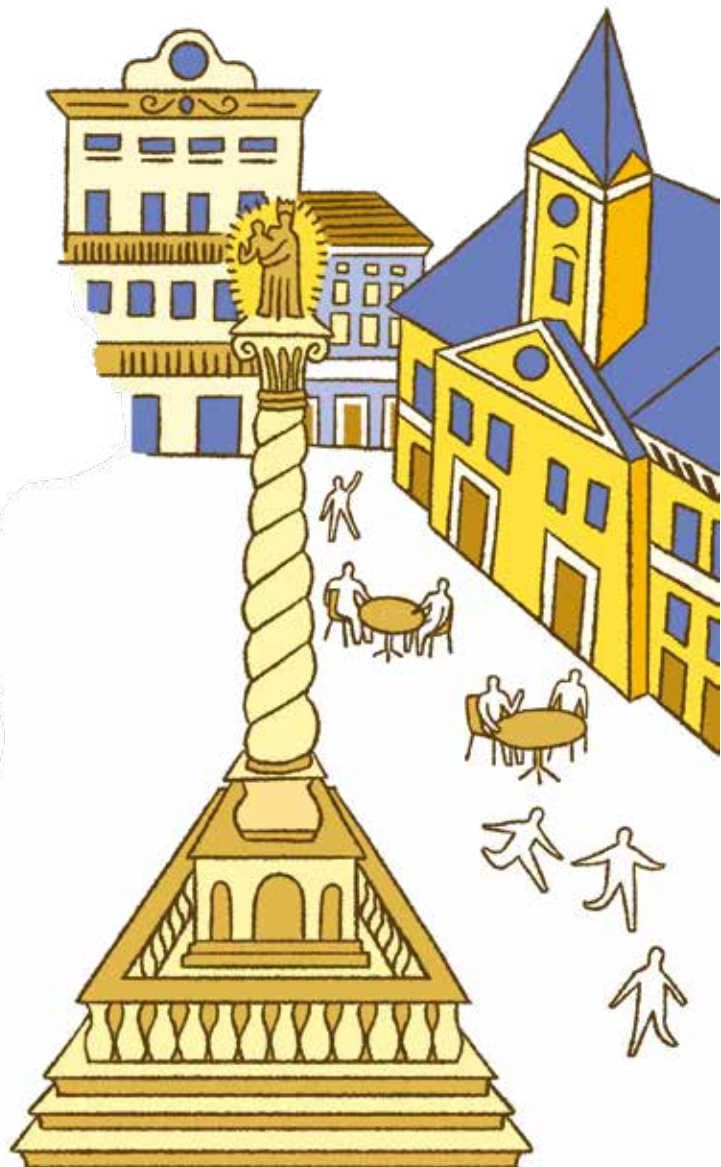
Foreword to the Integrated Action Plan	3
Context and vision	4
The current situation in Broumov	4
Relevant existing strategies and policies	6
Identification of problems by local stakeholders	8
Challenges	8
Objectives	8
Vision	8
Main integration challenge	8
Initial ideas for testing actions at local level	9
Vision and objectives	11
Our long-term vision	11
S.M.A.R.T. goals	11
1. Services and businesses & city management	11
2. Spatial changes	13
3. Activities and community life	14
Implementation framework	16
Governance structure	16
Stakeholder engagement plan	16
Timeline	17
Risk assessment	17
Monitoring and reporting	17
Conclusion	18

Foreword to the Integrated Action Plan

This Integrated Action Plan (IAP) was created as part of the URBACT IV project, which was implemented in Broumov from June 2023 to December 2025. The Integrated Action Plan is the result of the joint efforts of the members of a working group consisting of representatives of the Broumov local government, municipal departments and organisational units of the town, organisations established by the town, and representatives of local social services, the business sector and cultural organisations.

We are convinced that the Integrated Action Plan sets out a long-term vision for the revitalisation of the centre of Broumov and will serve as a guide for the management and employees of the city (the city council and organisational units), contributory organisations, experts and the local population. We see its specific benefit in the fact that it will serve as a supporting document for the city's organisational unit - Culture and Information Centre. The Centre is based in the city centre and is, therefore, well placed to coordinate and organise activities in its immediate vicinity and/or to provide suggestions to the city management and other entities on their possible development.

We believe that,
by 2030 at the latest,
the centre of Broumov will
truly come to life!



Context and vision

The aim of the U.R. Impact project, co-financed by the European URBACT IV programme, is to create an Integrated Action Plan that will assess the social impact of urban regeneration initiatives.

Urban regeneration is a concept that has evolved over time to respond to the needs and challenges of cities. Social impact refers to the effects of the activities or initiatives of individuals, communities and society as a whole. It focuses on positive or negative changes in people's lives that result from specific interventions. Taking social inclusion and social cohesion into account is essential in urban regeneration if we want to build communities based on sustainability, equality and resilience.

The URBACT project is the first major experience of this type for the town of Broumov. From the outset, we have ensured good communication with local residents and with the political leadership and administration of the town. The local working group consists of representatives of the local government and various departments of the municipal office and organisational units of the city, as well as representatives of non-profit organisations, culture and the business sector.

One of Broumov's main problems is related to its declining and ageing population. Demographic changes lead to an imbalance in the population structure, which can put pressure on local services and create vulnerability to economic difficulties. These problems are exacerbated by the exodus of young people who seek better education and job opportunities in larger cities. Insufficient support for effective cooperation and trust between local government and citizens can also be an obstacle. Such a lack of cooperation can undermine the effectiveness of initiatives aimed at meeting the needs of the community and the extent to which regeneration projects meet the expectations and demands of local people.

Broumov is a town facing many challenges, including high poverty and unemployment rates, a higher percentage of the Roma community (over 10% of the total population), low levels of education and a lack of social housing.

Current situation in Broumov

The U.R. Impact project and the Integrated Action Plan in Broumov focus on the town centre – predominantly on the main square (Mírové náměstí) and the adjacent streets:



Although new residents are moving to the town, there is still a population decline: in 2023, 137 new residents moved in (1.9%), but 214 moved out (3%).

The city has a total population of 7,200 (2023). The majority are older people (3,143 are over 50, i.e. 44.2%), followed by middle-aged people (24.5% of the population are aged 31-50). Young people aged 14-18 make up only 5.2% and young people aged 19-30 only 12.6%. Approximately 10% of the town's population belongs to the Roma community.

Broumov is a small town near the Polish border, separated from most of the Czech Republic by a natural rock wall. Despite its isolation, it is located in the heart of Europe and surrounded by beautiful nature. The town has a rich history. It was founded by the Benedictine Order, which left a significant mark here. The Broumov Monastery is one of the country's most famous historical monuments.

The town centre is experiencing a significant decline in population, which is also leading to a decline in activity. The main square is much less lively than it used to be. It has ceased to be the vibrant centre of the town, and many shops and businesses have closed down. Currently, only two cafés remain open in the entire town. The continuing depopulation of the town is having a negative impact on the local economy.

Relevant existing strategies and policy

All Broumov development and strategic documents are available on the town website here:
www.broumov-mesto.cz.

The following documents are particularly relevant to the U.R.Impact network:

- **Strategic Development Plan for the Town of Broumov until 2029 (2012)**

The plan was created in 2012 and is valid until 2029. The problem with it is that it is somewhat outdated and has not been updated since then. The evaluation system for its Action section is more formal, so there is no functional system for evaluating its implementation.

The overall goal is „BROUMOV – A Town with History and a Future“.

Objectives and priorities have been identified as part of this long-term vision for the town. These include Priority D „Quality of Life“ with objective D3. Housing, urbanism and spatial planning:



Within Priority D of the strategy, three priority measures are listed:

- 3.1. Creation of a housing concept, including low-cost housing.
- 3.2. Organisation of urban planning competitions for significant development areas.
- 3.3. Use of architectural competitions.

- **Integrated Strategy for Urban Development of the Central Part of Broumov (2020)**

In March 2020, the city of Broumov began preparing an Integrated Urban Development Strategy (ISUR) for the central part of the city. The aim was to bring businesses and social life back to the historic city centre, prepare conditions for the development of tourism and solve transport problems. The strategy addresses issues such as the quality of public space and greenery, retail and services, employment, social problems, property yields and transport solutions, including parking.

The first step in preparing the strategy was to analyse the current situation, and the findings from the analyses then served as the basis for the design part. The resulting document is a strategic material that should competently and sustainably guide the strategic development of the city centre. Information on the progress of the strategy's preparation and its partial outputs was gradually added to this section.

Property owners, entrepreneurs and the general public were involved in all stages of the strategy's preparation. The city set up a consultation group for the preparation of the strategy, inviting all the main actors in the social and economic development of the city centre. Several public meetings were held during 2020, during which the draft Analytical Part was presented. During the summer months, it was reviewed and supplemented with a survey of parking in the central part of the city and a complete evaluation of the questionnaire survey.

The proposal section was created in the autumn of last year and addresses three areas of development: Sustainable economic development of the wider city centre, Public spaces, urbanism and building culture and Sustainable mobility, transport and parking in the wider city centre.

Unfortunately, the implementation of the strategy and the evaluation of this implementation are not officially assigned as the responsibility of anyone in the city's structure and its organisations.

- **Broumov Standards (2022)**

The town of Broumov has long been striving to improve the appearance of the town and to develop a conceptual approach to creating principles for cultivating public space. Based on this assignment, a team of architects created a set of documents and standards, which were approved by the Broumov Town Council. Their purpose is to provide general guidance in three areas that directly affect the appearance of the town – the external signage and appearance of businesses, the placement and appearance of outdoor advertising and street furniture.

The creation of standards specifically for Broumov is a timeless priority. They should help to co-create the uniqueness and character of a town with a rich historical tradition and, at the same time, the needs of a modern town in the 21st century. The Town Council is convinced that systematic changes to small but important details will contribute to an overall improvement in the general impression. Other towns can be a source of inspiration, but simply adopting principles from elsewhere is not enough to highlight uniqueness. The document contains desirable and undesirable examples in the form of photographs with comments, which clearly illustrate the general principles.

When applied in specific situations, the Broumov Standards are primarily intended to be recommendatory and instructive in nature. They are meant to serve as guidelines that private and public owners, together with state administration entities, can use to achieve aesthetic and practical goals in their implementation or assessment, so that both residents and visitors to Broumov feel comfortable there.

Conclusion

Broumov is able to make good use of financial opportunities to create strategies (e.g. the town's strategic development plan was supported by funds from the European Social Fund). This has resulted in high-quality strategies that actively involve the public. However, Broumov's main weakness is its lack of capacity to implement and evaluate strategies and subsequently update documents, which is the responsibility of the contracting authority, i.e. the town.

Identification of problems by local and stakeholders

The Urbact Local Group (ULG) consists of local actors who want to improve the city for themselves, the wider community and future generations. ULG members work together and are involved in identifying challenges and opportunities in the city.

The ULG has reached a consensus that the project should select and address a very specific topic. We want the results of the project to be visible in the near future, thereby promoting confidence in this type of project among the local population and encouraging them to become actively involved. At the same time, this strengthens confidence in participatory processes on the part of the city and its organisations.

Challenges

- Low attractiveness of settling in the city, especially for young people
- Declining city centre and declining local trade
- Mistrust between city leadership and citizens

Objectives

- Increase the attractiveness of the city by improving services and strengthening the city's identity
- Extend the length of stay for both locals and tourists, integrate new political strategies regarding local consumption and production, make the centre more pedestrian-friendly
- Promote methodologies for participation and bottom-up development of activities

Vision

The overarching vision of the Integrated Action Plan is to create „Broumov – a good place to live“.

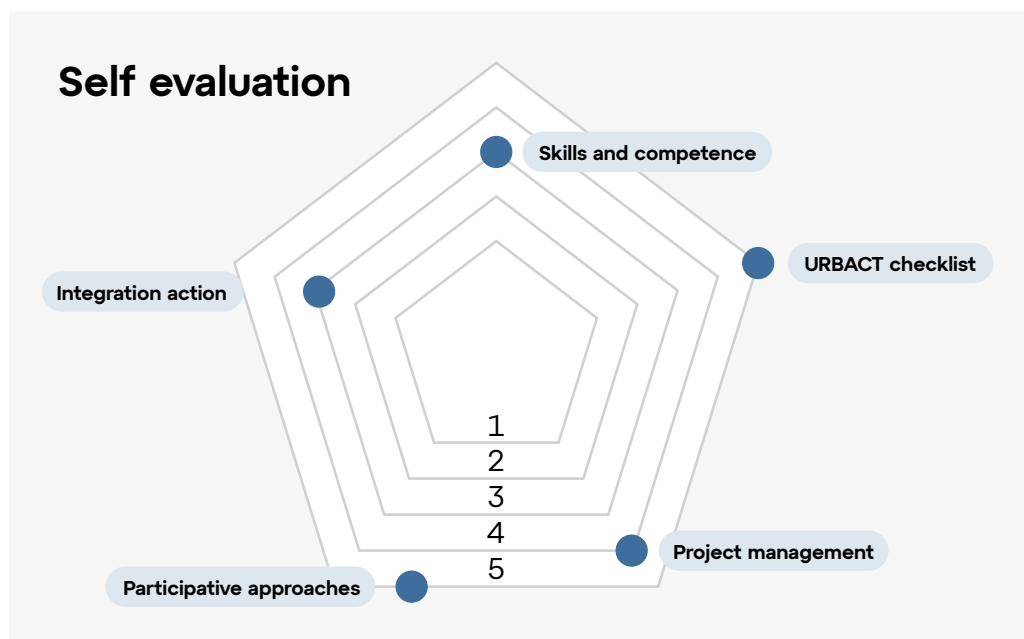
Main integration challenge

The city leadership takes cross-cutting issues (e.g. gender balance, sustainability, green transformation) very seriously, but in practice it again faces its own limited capacities.

Green issues are addressed primarily in relation to new construction or renovations, e.g. in all of the city's infrastructure projects.

Gender balance - men currently predominate in the 23-member council (2025) (20 male and 3 female councillors). However, when the local working group (ULG) was formed, emphasis was placed on the representation of women among local stakeholders, and the 12-member group included 6 women and 6 men.

The diagram shows how Broumov currently perceives itself in terms of self-assessment and integration of the URBACT project:



Initial ideas for testing actions at the local level

From the outset of the project, there was a shared vision within the local working group of where the city currently stands and where it wants to go. The subsequent planned actions responded to the relevant needs of the city and its residents. The city had a clear framework for presenting and explaining its plans to the public and local residents. Thanks to these conditions, the pilot activities were successfully implemented.

Our goal with this project is to show that the resulting IAP will not be just another „document in a drawer,“ but a living guide that helps address the challenges associated with revitalising the city centre and supports them through changes that are already taking place during the project.

From the outset of the project, we planned to base the IAP on two types of activities:

- **Smaller, less costly activities that will serve as pilot tests during the project itself**

Tables and chairs on the square

WHAT: Purchase and place tables and chairs with a uniform appearance in front of selected businesses.

OBJECTIVE: To increase the attractiveness of the centre and extend the time spent there, attracting more people to the centre.

RESULT: The pilot activity was successful – we purchased chairs and tables and placed them in front of shops and restaurants during the season. We conducted a questionnaire survey and verified satisfaction with the seating. All respondents rated the measure positively, appreciated the activity, and the tables and chairs were used extensively in suitable weather.



Refreshment stand

WHAT: Place a refreshment stand on the square. OBJECTIVE: To enable the purchase of refreshments in the city centre in the afternoon and thus increase visitor numbers to the centre.

RESULT: In 2024 and 2025, a refreshment stand operated on the square, open almost daily in the afternoon/evening hours when the shops and businesses on the square were already closed. The kiosk and its use depend on the weather, but it has gained great popularity and positive feedback from locals. This pilot activity will be followed in 2026 by the operation of the renovated Café Herzog in a historic building directly on the square.



More cultural and community events

WHAT: Organise more events on the square together with local businesses.

GOAL: To bring more people to the centre and make shops more attractive.

RESULT: We revitalised the square with new events that attracted hundreds of people. These included flea markets, a summer cinema, a food festival, etc. Visitors showed considerable interest in the events.



- **Larger, more expensive, but also longer term activities – the implementation of these activities will require more time, capacity and resources, with the aim of ensuring their implementation in the long term.**

Vision as the cornerstone of city development

WHAT: Initiate the process of creating a new Strategic Development Plan for the city.

GOAL: The city council (regardless of its current composition) will fulfil a shared vision for the city's development, which was actively created by the city's citizens.

Care means creating a city

WHAT: Identify capacities within the local government that will provide input and subsequently take responsibility for key strategies and ensure their implementation and evaluation.

GOAL: The implementation and evaluation of the IAP must be carried out by an authorised person, which will lead to its long-term success.

A city for people, not cars

WHAT: Establish a new parking system, create parking zones and establish a new parking system, resulting in the creation of parking zones and adjustments to parking fees.

GOAL: More space for people, fewer cars in the city centre.

Vision and goals

Our long-term vision

Broumov, a small town in a rural area on the outskirts, is using its potential to connect the local population and businesses to revitalise the town centre, with an emphasis on the main square (Mírové náměstí) and its immediate surroundings (from Horní to Dolní Brána), to make it attractive and lively not only for its citizens.

This town of 7,200 inhabitants serves as an inspiration for many other similar small towns in remote areas. The centre of Broumov is a vibrant area where, at any time of day, you can meet many people shopping in local shops and enjoying the offerings of local cafés and restaurants. People come here for the wide range of shops, services and cultural activities – in short, it's a lively place! At first glance, the town centre is visitor-friendly, with renovated buildings, minimal unused space and well-designed public areas that are ideal for temporary events such as exhibitions and promotions by local associations. Clear information on how to rent these spaces is available.

People feel safe because car traffic is minimised in the centre, and public space is primarily for their use. It is clean and well maintained. A key aspect of Broumov's revitalisation is the involvement of the population in urban planning. Thanks to high civic participation, the population feels empowered to help shape the development of their town. The town ensures that the voices of the population are heard and their needs are met.

S.M.A.R.T goals

We have divided the objectives into three areas:

- Services and businesses & city management
- Spatial changes
- * Activities and community life

1. Services and businesses & city management

Objective 1: Increase the involvement of local businesses

GOAL: To stimulate economic growth by supporting existing businesses and attracting new local businesses to the city centre.



Jitka Exnerová, Head of the Culture and Information Centre:
„The coordination of the city centre has proven to be an excellent tool for building bridges between entrepreneurs and city leadership.“

Main measures:

- Expand the range of regional products offered by the Information Centre.
- Include the agenda of the city centre coordinator in the Culture and Information Centre organisational unit.
- Prepare a marketing campaign to promote local businesses and the city centre as an attractive destination for shopping and dining.
- A calendar of major cultural and community events will be available throughout the calendar year so that local businesses can actively participate and take advantage of their popularity.

■ Offer grants for the renovation of shop windows and signs. By the end of 2028, the range of regional products on offer at the Information Centre will be expanded, thereby supporting the local economy and increasing the attractiveness of the city.

Objective 2: Promote civic participation in urban planning

OBJECTIVE: To foster greater civic engagement and involvement in planning and decision-making processes concerning the city centre.



Jan Záliš, local entrepreneur:
„Thanks to the renovation of shop windows and signs at shops and businesses, the city centre looks a little better.“

Main measures:

- Organise regular public consultations: increase community involvement in urban planning initiatives through open discussions and feedback meetings.
- Regular meetings with citizens: establish a platform suitable for long-term feedback from citizens, ensuring diverse representation of the community.
- Publish a chatbot or other AI tool on the city's website that allows questions to be asked.
- Introduce participatory budgeting: enable the public to influence the allocation of resources to local projects, with a focus on transparency and engagement.

By the end of 2027, Broumov will increase opportunities for public participation by 50%, cultivate broader civic engagement, and ensure that the population actively participates in the city's planning and decision-making processes.

Objective 3: Create and approve a long-term Strategic Development Plan for the city of Broumov (2029-2040)

GOAL: To strengthen and anchor the town's long-term vision for its development.



Arnold Vodochodský, Mayor:
„We want locals actively involved in the functioning of the city. As city leaders, we care about their opinions.“

Main measures:

- Organise an open call for tenders to find an external company to facilitate the creation of a strategic plan.
- Organise regular public meetings: increase community involvement in strategic planning through open discussions and feedback meetings.
- Create a platform through which citizens can provide ongoing feedback, ensuring diverse representation of the local community.

By 2028 at the latest, Broumov will create and the council will approve a new Strategic Development Plan for the town of Broumov. All residents of the town, the town's leadership, departments and organisations, the town council, local organisations, businesses and other entities will be involved in the creation of the plan.

2. Spatial and al changes

Objective 2.1: Improve the quality of public space in the city centre through small but high-quality measures



Dana Hejnišová,

Director Technická Services: „Floral decorations highlight the beauty of our city. A floral decoration plan has been prepared so that the city centre will be in bloom from spring to autumn.“

Main measures:

- Provide seating in front of shops and businesses and introduce a long-term reduction in fees for the use of space in front of these establishments designated for the placement of chairs and tables.
- Introduce misting/cooling systems during the summer months.
- Provide floral decorations in public spaces in the city centre.
- Install an electronic information board in the city centre.

By the end of 2028, small but well-thought-out measures will be taken to improve the quality of public space in the city centre so that people feel more comfortable there and spend more time there.

Objective 2.2: Reduce vacant spaces and increase temporary use

OBJECTIVE: Renovate and put vacant buildings into use and promote their use for commercial, cultural or short-term activities, thereby revitalising the city centre

Main measures:

- Actively connect property owners, artists and local associations for the temporary use of empty shop windows.
- Continuously create incentives for property owners to renovate their buildings.
- Actively advertise vacant spaces that are available for rent or for short-term cultural activities on the city's website and social networks.
- Collaborate with the city architect.

By 2027, the number of unused buildings in the city centre will be reduced by 20% and at least two short-term cultural events (e.g. in the form of exhibitions) will be organised annually in vacant spaces.

Objective 2.3: Increase safety and improve conditions for pedestrians in the city centre

Objective: To increase pedestrian safety in the city centre so that they feel comfortable there and want to spend as much time there as possible.



Kamil Slezák, Deputy Mayor:

„The city centre should serve people first and foremost not cars“

Main measures:

- Introduce traffic calming measures (e.g. speed limits) and restrict car access to selected areas of the city centre.
- Create pedestrian-friendly zones with better lighting, seating and signage.

- Promote alternative transport options such as improved public transport or bike-sharing programmes to reduce car dependency.
- Support mobility for people with disabilities.
- Create parking capacity outside the city centre to help calm traffic in the centre, especially in the square.
- Introduce an online parking system in the city centre.

By 2028, various measures will reduce car traffic in the city centre by 40%.

3. Activities and community life

Objective 3.1: Strengthen cultural offerings in the city centre

OBJECTIVE: To enrich the cultural scene in Broumov by increasing the diversity and frequency of cultural events and encouraging local artists to get involved.



Michal Čepelka, city councillor:
„Thanks to the project, a number of new events have been launched. We want to continue to see more culture and art in public spaces“

Main measures:

- * Introduce a regular programme of cultural events in cooperation with local artists, cultural organisations and businesses.
- * Foster cooperation between cultural institutions, schools and the business community to organise joint events that attract diverse audiences.
- * Regularly organise flea markets and farmers' markets.
- * Use the wider city centre for events – e.g. the children's playground.

By the end of 2026, Broumov will organise at least six major cultural events in the city centre each year, thereby supporting the lively cultural scene and attracting more pedestrians to local businesses.

Objective 3.2: Strengthen the promotion of local associations and neighbourhood activities

OBJECTIVE: To increase local awareness of the offerings and activities of local associations and organisations and to strengthen civic engagement.

Main measures:

- * Regularly update and publish a list of local associations and organisations.
- * Promote at least one organisation/association per year (e.g. place posters in empty shop windows, invitations to events, articles in the Broumovské noviny newspaper).
- * Create an online grant portal for providing grants.

By the end of 2026, a methodology for the successful promotion of local associations and neighbourhood activities will be introduced so that at least one association or neighbourhood activity is supported each year.

Implementation framework

Management structure

The implementation of the IAP for Broumov will be coordinated by the Culture and Information Centre with the support of the town council and its organisations. This body will ensure that the planned activities proceed according to schedule and fulfil the intended objectives. The local ULG group, which played a significant role in the creation of the IAP, will be transformed into an advisory body that will be convened according to current needs and the topic being addressed. The new form of the ULG will be coordinated by the Culture and Information Centre. In addition, an operational group will be set up, composed of municipal representatives, local businesses and representatives of the local community. It will ensure the smooth coordination and implementation of individual events.

Coordination structure:

Lead entity: Culture and Information Centre

Supporting entities: town management and its organisations, Broumov Business Club, Broumov Region Strategic Council, etc.

Communication mechanism: regular meetings (at least twice a year)

Stakeholder engagement plan

The stakeholder engagement plan will include the continued involvement of key actors such as the local population, non-profit organisations, representatives of the private sector and cultural organisations, so that willingness to participate is maintained and developed even after the end of the URBACT project.

Stakeholder engagement methods:

- Annual public meetings to evaluate the progress of the IAP and gather feedback
- Online platform for gathering feedback from residents and businesses
- Targeted workshops focused on key measures (e.g. business incubators, mobility support)
- Regular updates via the city website and social media

Frequency of engagement:

Public consultations: ongoing

Online engagement: ongoing

Options for financing the implementation of the IAP

Funding for the proposed activities and measures will be addressed on an ongoing basis, always in advance for the coming year. Funding will be provided from the city budget and other sources.

Possible additional sources of funding:

- Partnerships with the private sector
- Cultural and heritage grants
- National funding programmes for local development.
- Evropské fondy a další dotace

Timeline

The implementation of the IAP is planned for a five-year period (2026-2030), with individual activities prioritised according to urgency and available resources.

Year	Main activities
2026	Launch of a programme of cultural events, support for participatory budgeting
2027	Ongoing evaluation of IAP progress, adjustment of strategies as needed
2028	Expansion of successful initiatives, strengthening of long-term sustainability plans
2029 - 2030	Final evaluation, integration of key findings into municipal processes securing financing for further development

Risk assessment

Risk	Probability	Impact	Risk mitigation strategy
Delay in financing	High	High	Diversification of funding sources, applications for additional grants
Low stakeholder participation	Medium	Medium	Strengthening involvement through targeted activities and incentives
Bureaucratic barriers	Medium	High	Regular dialogue with municipal and regional authorities
Resistance to changes in mobility	Medium	Medium	Public awareness campaigns, pilot programmes

Monitoring and reporting

To ensure effective implementation, key performance indicators (KPIs) will be used to monitor progress and regular reporting will take place.

Key indicators:

- Number of new businesses operating in the city centre
- Percentage decrease in unused commercial space
- Number of cultural events organised annually
- Level of civic participation in urban planning

Data collection methods:

- Data on registered businesses
- Questionnaires and public feedback
- Event attendance

Frequency of reporting and accountability:

Annual impact assessments will be carried out by the Culture and Information Centre as part of the „Overview of the organisational unit's activities“ document for the given year.

Conclusion

The U.R.Impact project was completed on 31 December 2025, but work on the revitalisation of the centre of Broumov will continue. Members of the local working group summarised the main benefits of the project for the town:

Jana Durdincová, Financial Manager: „For me, it was obviously an opportunity to create an ‚interdisciplinary team‘ that may often have different opinions, but is able to meet regularly and seek solutions. In my opinion, this is the first team of its kind we have ever had here.“

Eva Blažková, town hall secretary: „It provided an opportunity to comprehensively consider and implement measures that will increase the attractiveness of the town centre for locals and visitors alike, and for me personally, it was also an opportunity to meet a professionally diverse group of people who care about the town centre and to enrich each other. We can already see some changes today, but many things are still unfinished and ideas unrealised, so I now consider it important to prepare everything for the future so that interest in the city centre continues even after the Urbact project ends.

Pavla Jenková, project coordinator: „We have managed to increase local people’s confidence in European projects — after previous bad experiences, they can finally see how specific changes have worked out, such as the transformation of shop windows, more events organised in the centre and new places to sit. They are happy about it, and so am I.

Jitka Exnerová, Head of the Culture and Information Centre: „The result is better communication and coordination between people working at the town hall and municipal office. Funding from the project enabled us to try out several pilot activities, which proved beneficial, and most of them will continue in the coming years. Our organisational unit has been responsible for coordinating the implementation of this plan since 2026.“





