

Puławy Town Development Strategy
2004-2014
-main presumptions-

Puławy Town takes part in a national social action „Transparent Poland” organised by Gazeta Wyborcza with the help of the Agora Foundation, the Polish-American Freedom Foundation, the Batory Anticorruption Programme Foundation, the Local Democracy Development Foundation, the Citizen Education Centre and the World Bank.

The action is aimed at promoting honesty and effectiveness in local governments which in turn contribute to public life improvement and inspiring citizen activity, authority and administration improvement, elimination of corruption and other pathologies. As part of the project the local authorities oblige to obey such rules as: transparency, predictability, accountability, professionalism, zero tolerance for corruption and civic participation.

Mayor’s Letter

Ladies and Gentlemen,

In 2004 the Town Council adopted the Puławy Town Development Strategy 2004-2014. The Strategy is an administration tool, a programme document which allows for organization of actions undertaken in the city, their effectiveness improvement as well as their realization monitoring and results measurement. It is an answer for the challenges awaiting our town in the first years of Poland’s functioning in the European Union Structures and social-economic integration in the range of the Mutual Market. The information below is meant to present you with the aims which inspire us while planning the town budget, new investments and projects.

The Puławy Town Development Strategy 2004-2014 creates conditions for effective town development through:

- improved coordination of actions undertaken by different people for Puławy development,
- increased effectiveness in target realization, as well as acquiring financial means (including UE funds) from outside,
- taking under consideration the need to continue the tasks under realization in previous years in strategic programmes of economic development and environment protection, as well as introducing new, complementary tasks,
- clear priorities establishment,
- on the local level – participation in strategic plans for powiat, voivodeship and country development,
- presentation of a clear town vision – the shape it is supposed to undertake in the future according to the will of the inhabitants.

According to the strategy in the following years the priorities of Puławy Town Development will include the following strategic aims:

- **IMPROVEMENT OF THE TOWN’S DEVELOPMENT POTENTIAL**
- **LOCAL ECONOMY DEVELOPMENT AND DIVERSIFICATION**
- **IMPROVEMENT OF THE INHABITANTS’ LIVING STANDARD**

The strategic aims are concerned with broad meritum and constitute a compact aims collection. Improvement of the town’s development potential will contribute to development and local economy diversification, which in turn will create conditions for an improved living standard of the inhabitants.

I encourage you to get familiar with the main strategy goals.

Janusz Grobel
Mayor of Puławy

The strategy is the result of six-month time work of many people of diverse social and occupational backgrounds of Puławy. It is based on a thorough analysis of a number of factors – external and internal conditions determining the situation of our town (SWOT), such as:

- location and demography'
- management
- cultural heritage
- communal infrastructure (road system, public communication, water supply, waste management, energy, heating and gas supply, teleinformation infrastructure, housing management)
- social sphere (education, culture and art, sports and recreation, social care)
- environment protection (water and air protection, anti-noise protection, waste management, natural components management)
- economy (economic identities, trade)

The Strategy presents a vision of the town development in longtime period – its ideal, expected future image, the most general goal, the question for the role and the place of Puławy in the powiat, voivodeship and the country:

“Puławy is an attractive municipal centre of the Lublin voivodeship, which is a bridge for the cooperation of Eastern and Western Europe’s regions; it is a town proud of its cultural heritage, friendly for the inhabitants and guests, where the modern industry and science develop in harmony with the natural environment.”

Strategic Aim Nr I:

▪ IMPROVEMENT OF THE TOWN’S DEVELOPMENT POTENTIAL

The Puławy development is strongly connected with powiat and voivodeship development. The integration of actions undertaken by the local authorities of the voivodeship, powiat and town will exert a decisive influence on the dynamics of Puławy development. Therefore, it is vital to extend the functions of the town, especially in the fields of communication infrastructure, environment protection and cultural heritage. Actions included in this priority exceed to a large extent the so-called individual municipal government tasks, but because of their importance for the town development and the potential possibility of acquiring financial means from the outside, including the European Union funds, the local government of Puławy Town will initiate planned actions and enterprises.

| Indirect Aim | Strategic Tasks |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communication Accessibility Improvement | <ul style="list-style-type: none"> ✓ New Vistula bridge construction with a town ring road ✓ Internal road system development ✓ Public communication system integration ✓ Information technology infrastructure development |
| Environment Protection | <ul style="list-style-type: none"> ✓ Water and sewerage system of the town and adjoining communities integration ✓ Integrated waste management system development ✓ Environment education ✓ Local government and Zakłady Azotowe “Puławy” SA cooperation development concerning environment protection ✓ Environment protection and landscape formation |
| Cultural Heritage Protection | <ul style="list-style-type: none"> ✓ Palace-Park complex revaluation ✓ Cultural and tourist function of the park-and-palace complex development |
| Intercommunity and Foreign Cooperation Development | <ul style="list-style-type: none"> ✓ Intercommunity cooperation for the Puławy commune and the Lublin region development ✓ Twin Towns cooperation development ✓ Town’s image formation and promotion |

Strategic Aim Nr II:

▪ LOCAL ECONOMY DEVELOPMENT AND DIVERSIFICATION

The vision of the future of Puławy as an economic centre demands undertaking diverse actions supporting the processes of local economy development. Parallel to this, actions are introduced aimed at diversification of the economy's structure. These actions are concerned with entrepreneurship, tourism and innovation development as well as investor gaining. Of special importance for the economic diversification is the need to promote Puławy as a tourist centre in which new job posts will be strictly connected with tourist management. Currently the structure of the economy, as well as the economic-social situation of the town is strongly dependent on the financial condition of Zakłady Azotowe "Puławy" SA (the largest employer and tax payer in the town). The success of this priority realization is to a large extent connected with the external factors, especially the present economic situation of the country and region. We should strive, however, to realize soft local aspects, such as establishing a harmonious coexistence of the industry, science and local authorities in Puławy.

| Indirect Aim | Strategic Tasks |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Entrepreneurship development | <ul style="list-style-type: none">✓ Local authorities and entrepreneurs (including those from Zakłady Azotowe "Puławy" SA) cooperation development✓ Business Incubator activity development✓ System of schooling and business advice support for entrepreneurs✓ Financial support means development for entrepreneurship✓ Town centre formation✓ Market trade development |
| Tourism and recreation development | <ul style="list-style-type: none">✓ Local Tourist Organization formation✓ Vistula bank management✓ Tourist infrastructure development✓ Sports and recreation centre extension and modernization |
| Innovation development | <ul style="list-style-type: none">✓ Scientific centres and economic background cooperation development✓ Creation of the Puławy Department of the Lublin Scientific-Technological Park |
| Investor gaining | <ul style="list-style-type: none">✓ Puławy Production Park potential usage✓ New investment areas preparation✓ Investment areas promotion |

Strategic Aim Nr III:

▪ IMPROVEMENT OF THE INHABITANTS' LIVING STANDARD

The town development will contribute to the inhabitants' living standard improvement. Apart from actions improving the local economy and influencing the town position, activities promoting the social sphere will be undertaken. These involve raising the level of education and upbringing, assuring the social security, creating conditions for house building, establishing high standard communal services, creating conditions for cultural and sport progress and improving the public security.

| Indirect Aim | Strategic Tasks |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Raising the level of education and upbringing | <ul style="list-style-type: none">✓ Education objects modernization✓ New forms and methods of schooling and upbringing improvement✓ Schooling units and academic centres cooperation development✓ Physical culture development |
| Assuring the social security and healthcare | <ul style="list-style-type: none">✓ Addiction prophylactics and therapy actions development✓ Social support institution creation✓ Social housing realization✓ Cooperation with institutions responsible for health service |
| Creating conditions for house | <ul style="list-style-type: none">✓ Spatial management plans development✓ Reinforced house building areas |

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| building realization | <ul style="list-style-type: none"> ✓ Different house building forms propagation |
| Ensuring a required level of communal services | <ul style="list-style-type: none"> ✓ Ensuring energetic security for the city ✓ Collective water supply and waste management system development |
| Public security improvement | <ul style="list-style-type: none"> ✓ Police cooperation development ✓ Municipal Police actions development ✓ Crisis Management Centre organization |
| Creating conditions for culture development | <ul style="list-style-type: none"> ✓ Culture institution units modernization ✓ Municipal Library informatisation ✓ Culture spreading forms development |