

A Development Program for Lipník nad Bečvou, Czech Republic

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Zásady pro vypracování:

Definujte základní pojmy v oblasti strategického rozvoje obce.

Charakterizujte obec Lipník nad Bečvou a proveďte jeho socioekonomickou analýzu.

Vyhodnoďte výsledky pomocí SWOT analýzy.

Navrhněte nové strategické cíle, priority a opatření a porovnejte je se současnou strategií rozvoje města Lipníka nad Bečvou.

Vypracujte katalog projektů.

Rozsah bakalářské práce:

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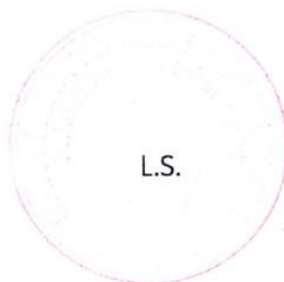
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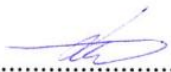
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ABSTRAKT

Cílem mé bakalářské práce je vypracovat program rozvoje města Lipníku nad Bečvou. Práce je rozdělena na teoretickou a praktickou část. V první, teoretické, části jsou vymezeny pojmy a metody týkající se regionální politiky, regionálního rozvoje a správy obcí v České republice. Praktická část obsahuje socioekonomickou analýzu města Lipníku nad Bečvou a určení silných a slabých stránek města pomocí SWOT analýzy. Z výsledků SWOT analýzy pak vyplývá strategická vize města a jeho jednotlivé strategické cíle. Závěr práce tvoří katalog navrhovaných projektů, které přispějí k dosažení stanovených strategických cílů.

Klíčová slova: program rozvoje, SWOT analýza, obec, projekt, socioekonomická analýza, rozvoj, strategie

ABSTRACT

The aim of my bachelor thesis is to set up a development program for the Town of Lipník nad Bečvou, the Czech Republic. The work is divided into a theoretical and a practical part. In the theoretical part, concepts and methods dealing with regional policy are specified. These concepts are related to the regional development and administrative management of municipalities in the Czech Republic. The practical part contains a socio-economic analysis of the town, followed by a SWOT analysis for the determination of strengths and weaknesses. These findings have led me to sort a strategic vision and, at the same time, to identify concrete objectives of the development plan. The very end of the work is an inventory of projects, whose accomplishment shall contribute to obtain the given strategic objectives.

Keywords: development program, SWOT analysis, municipality, socio-economic analysis, development, strategy

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INTRODUCTION

Lipník nad Bečvou is a town. The town where Jan Kanyza and František Venclovský were born. The town, in which Johann Gregor Mendel studied, and the town where Antonín Dvořák and Jan Neff had their summerhouses.

The topic of this bachelor thesis is “A Development Program for Lipník nad Bečvou, the Czech Republic”. I have chosen this topic because Lipník is also the town where I have been living since I was born. I feel a positive attitude towards it, and I am interested in its everyday issues. No less importantly, I would like to be an active citizen and endeavor into the issues that affect its future development.

Thanks to the experience obtained from the research supporting this thesis, I have had the opportunity to observe connections, which have helped me in both writing this bachelor thesis, and in building my opinions from a citizen’s view.

This work aims to contribute to the creation of a strategic plan to enable further development. Healthy individuals do not develop attitudes to jeopardize development. In modern European society, sophisticated development programs are available to, provide the necessary financial resources. Understandably, it is then to a tabular and effective handling of the budget to increase the standard of living and keep up with continual development.

This thesis is divided into two parts. The theoretical one deals with basic concepts and methods from the fields of regional development and municipal management. This part is arranged to stay cohesive with the practical part of the work and clarify its key words and methods.

The practical part of this work is oriented to a socio-economic analysis of the town. In this part, I analyze the town from geographic, demographic, and economic standpoints. This analysis is followed by a SWOT analysis, which defines the strengths and weaknesses of the town, together with its opportunities and threats. Based on the resulting information, and from specific priorities for the town, I determine a series of strategic objectives and their implementation. The aim of the practical part of this work is to draft the particular projects that should contribute to the development of the town.

I. THEORY

1 THE BASIC PRINCIPLES OF REGIONAL DEVELOPMENT

The basic policy related to the systematic, institutional, and legislative regional development in the Czech Republic, stems from a set of laws, adopted in relation with the introduction of the Regional System. In this sense, the following laws are considered as fundamental for Regional Policy: Law No. 128/2000 Coll., on Municipalities, Law No. 129/2000 Coll., on Counties, Law No. 132/2000 Coll., on the Amendment and Repealing of certain Acts associated to the Law about Municipalities, Counties, and the Capital City of Prague, and Law No. 248/2000 Coll., on the Support of Regional Development. ("Úvod do regionálních věd a veřejné správy" 2008)

Operational programs

The European Union's Funds represent the focal tool of European policy and its social cohesion. All financial resources, allotted to reduce economic and social differences between member states and their regions, are sorted through these programs.

Member states and the European Commission arrange Operational Programs that become instruments of financial support for the member states and their regions. These programs are set as strategic documents that correspond to the priorities of the economic and social cohesiveness of the European Union in the interest of its member states. ("Fondy Evropské Unie: 26,7 miliard € pro Českou republiku")

The Czech Republic has negotiated twenty-six Operational Programs. Eight of them are oriented thematically (e.g. transport, science and education, environment), and seven programs are oriented geographically (Central Bohemia Region, Moravian-Silesian Region etc.) The rest of the programs are meant to enable foreign and inter-regional cooperation. These programs provide technical and administrative support in agreement to the conception and the implementation of the cohesion policy. ("Fondy Evropské Unie: 26,7 miliard € pro Českou republiku")

Projects

Projects are documents that envision the applicants' activities and reveal how the aims of the Operational Program would be fulfilled. Projects may be presented by municipalities, regions, ministries, entrepreneurs and others. ("Fondy Evropské Unie: 26,7 miliard € pro Českou republiku")

Projects function as an approach to change current conditions, and consist of connected activities. By its nature, projects are temporary and individual. Further, every project should have a well-defined holder, target of beneficiaries, budget, and a system of constant self-evaluation and control criteria. ("Fondy Evropské Unie: 26,7 miliard € pro Českou republiku")

Sustainable development

The concept of sustainable development is based on the definition of the UN Commission of Environment and Development of 1987. The aim of this concept is to approach development by balancing three basic dimensions – social, economic, and environmental. The concept of sustainable development however, does not stress environmental or economic development, but the quality of life. (Kašparová et al. 2009, 76-77)

Structural Funds of the European Union

These funds are a tool to support EU structural policy. Their aim is to strengthen economic and social cohesion in the EU, which means to reduce dissimilarities between the levels of development between regions, including rural areas. Structural Funds do not contribute to the funding of individual actions, but support development programs that have their own budget, structured by priorities and specific measures. (Marek et al. 2004, 85)

There are four types of structural funds:

European Regional Development Fund – ERDF, helps to reduce disparities between the levels of development of individual regions, their standard of living, and the extent of backwardness of the most problematic regions. It was founded in 1975. (Marek et al. 2004, 85)

European Social Fund – ESF. Since 1957, this fund has been used to help the development of employment by promoting employability, entrepreneurship, equal opportunities, and investing in human resources. Currently, it aims to support measures to prevent and struggle unemployment. (Marek et al. 2004, 85)

European Agricultural Guidance and Guarantee Fund – EAGGF. This fund was established in 1962 to finance corporate agricultural policy. Its guarantee fund is used almost exclusively for the financing of corporate agricultural policy. Its supporting partitions focus on financing, restructuring, and modernization of

agricultural holdings. It aims to the protection and support of the economic development of disadvantaged rural areas, improving the competitiveness of agriculture, protecting the environment and improving its quality. (Marek et al. 2004, 85)

Financial Instrument for Fisheries Guidance – FIFG. Although this fund, founded in 1993, is not a classic one, it is ranked among the Structural Funds. Its financial support is focused at restructuring the fishing industry. That is, to support modifications, modernization and marketing of the fishing sector and its related industries. (Marek et al. 2004, 85)

Cohesion Fund

This fund ranks among the stand poles in achieving social and economic cohesion in the European Union. Its role however, stands over the national level and its objective is to assist selected countries to prepare for jointing the Economic and Monetary Union. The purpose of this fund is to support development of the whole country and not only regions, as in the case of the Structural Funds. (Marek et al. 2004, 82)

SWOT analysis

This acronym is derived from the English words Strengths, Weaknesses, Opportunities, and Threats. As an analysis, it is a standard method used for presenting diagnostic findings. It gives a balanced view of past, present and future periods of the object being analyzed. It is a clear feedback of identifiable facts and their potential allocation within the stage of current development. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 46)

The analysis is divided into two major parts:

Internal analysis – Strengths and Weaknesses. It is a determination of possibilities and potential, identifying internal strengths and weaknesses. Strengths include comparative and competitive advantages of a sector for development activities. Weaknesses are all the factors that limit or threaten those activities. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 46)

External analysis – Opportunities and Threats. When creating a strategy it is

important to take into account the opportunities and threats of the external environment, such as changes in laws, the economy at national and international level, and social, political, and demographic changes. Moreover, the infrastructure at national and international level is also considered. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 46)

1.1 The theory of municipality issues

The theoretical part of this thesis is devoted to the justification of basic concepts, which are later met in the practical part. It also provides a deeper understanding about the structure and significance of a development program for the town.

Public Administration

The concept of governance has its roots in Roman law (*Administratio rei publica*). Public administration is the management of human society organized in the state system.

Public administration therefore is:

- The management of the area (state, region, municipality)
- Governance (public areas, to which populace has property rights – e.g. roads, buildings, lands)
- Management of current issues (public affairs, public services, citizen services)
- Managing public finances (cash, public funds and public budgets)
- Facilities management (use of public buildings, facilities, natural resources and information) (Káňa 2010, 10-11)

Public administration is also characterized by its functions:

Power politics – based on its purpose, it rules public administration, urgencies, directives and express prohibitions. Public administration exercises its power through local and state laws. (Káňa 2010, 10-11)

Safety politics – this function provides internal and external protection, public order, and safety. (Káňa 2010, 10-11)

Organizational politics – public administration organizes the affairs of the state dividing the state into smaller territorial units – regions, districts, counties and municipalities. (Káňa 2010, 10-11)

Regulatory politics – in democratic society, it creates a management system based on political pluralism, mutual communication, solidarity, and tolerance. (Káňa 2010, 10-11)

Public service – public administration deals with the financing of functions such as; public services (activities in the public interest), social services, nursing, and other services defined by public law. (Káňa 2010, 10-11)

State administration

State administration embodies its own administrative rule or the ruling of other authorities. Indirect state administration is performed by the county and municipalities, delegating the powers to natural and legal persons, who have been legally entrusted for the execution of such administration. The type of state administration is based on the nature of the state as a public authority. However, the state remains the original subject of public administrations. ("Úvod do regionálních věd a veřejné správy" 2008, 324)

Autonomy

Local government is only compatible with a democratic constitution where power is decentralized. Local government has its elected representatives, legal personality and manages its assets according to an approved budget. (Káňa 2010, 46)

The local government is the organization that manages its own affairs and matters of public interest. It creates its own internal relationships that are created by administrative rules. Moreover, it is also responsible for external relations, acting outside the scope of the self-organization, and for defending the local interests. In performing such relations, it works according to the laws and ordinances of the state. (Káňa 2010, 46)

Municipality

“A municipality is the basic territorial self-governing community of citizens; it forms a territorial unit, which is defined by its borders. The municipality is a public corporation, which has its own property. The municipality acts in legislative relations in its own name and bears all responsibility arising from these relations. A municipality can bear the appellation “town” if it meets the given criteria.” (Marek et al. 2004, 27)

Bodies of the Municipality

The body of the municipality consists of the Municipal Council, Municipal Board, and Municipal Authority.

The Council

The members are representatives of party followers or independent candidates elected for a term of 4 years. The council meetings are public and are chaired by the Mayor. The number of council members depends on the number of citizens. Small towns have e.g. five council members, in the burghs there may be 50 to 70 council members. (Káňa 2010, 53)

The council:

- Sets the development program and budget of the municipality
- Approves the management of contributory and budgetary organizations
- Approves generally binding regulations
- Approves honorary citizenship, acquisitions, transfers and lease of property
- Is the founder of organizations such as primary schools and the municipal transport company.
- Is the founder of the municipal police and rescue services in the municipality (Káňa 2010, 53)

The Municipal Board

The board is the executive body of the municipality and it is composed of the Mayor and members elected from among the councilors. The number of board members is odd and may not exceed one third of the members of the council. The board is subordinated to the Council and therefore reports its activities to it. (Káňa 2010, 53)

The Municipal Board:

- Executes the management of the municipality
- Sets the Mayor's and Deputy Mayor's salaries
- Supervises the bodies of the municipality, as established by the Council
- Imposes sanctions and fines
- Considers petitions and objections of citizens (Marek et al. 2004, 27)

Municipal authority

The Municipal Authority consists of the Mayor, Deputy Mayor, Secretary of the Municipal Office, if this function has been established, and other defined employees, assigned according to their responsibilities in the Municipal Office. It is headed by the Mayor. In the field of local government the Municipal Authority fulfills tasks, which the Board or Council have specifically assigned, and helps the committees and commissions in their activities. In the exercise of delegated powers, it accomplishes the state administration with the exception of matters falling to the competence of the Council, the Board or particular municipal bodies or committees. It also decides on the dispensing of information to an applicant, under the Law of Free Access to Information. (Mates et al. 2001, 93)

The Mayor

The mayor is the representative of the community and represents the municipality externally. The Mayor is subordinated to the Municipal Council and chairs its meetings. The Mayor may suspend a resolution of the Council and sign municipal ordinances. The Mayor is the head of the Municipal Authority, which comprises a Deputy, Secretary, and the specific departments acting on behalf of the city. (Káňa 2010, 54)

Competence of the Municipality

The competences are divided into two categories. The Municipality administrates its matters independently – in Independent Competence. The other category is called Delegated Powers Administration. In cases of Delegated Powers, specific laws empower the local bodies to the execution of general state issues in the frame of the administration of their territorial self-governing unit. (Marek et al. 2004, 27)

Independent competence of municipalities

“Law through exemplary enumeration defines independent competence of municipalities and further in accordance with the local conditions and local customs, the municipality attends also to the fostering of conditions for the development of social care and to satisfaction of needs of its citizens.” (Marek et al. 2004, 27) In particular, this includes protection and development of health care, education, instruction, cultural development, housing, transport, communications, information,

and the protection of public order. Moreover, according to the Act on Municipalities, independent competence also includes the actual management of the municipality, budget, and accounting of the municipality monetary funds, personal and material expenses of the municipal office, municipal police, and others. (Marek et al. 2004, 27)

Delegated Powers and Categorization of Municipalities

At present, the performance of Delegated Powers lies in municipalities distinguished according to the category of delegations of state administration. These municipalities are categorized as; municipalities with a registry office, building permit authority, authorized municipal office and municipalities with delegated powers. Lipník nad Bečvou is a municipality with delegated powers. (Marek et al. 2004, 27-28)

“As stipulated by specific laws, the Bodies of the Municipalities execute Delegated Power on issues about the fundamental scope of their administrative district, which is the same as the territorial district of their municipality.” (Marek et al. 2004, 28)

Zoning Ordinances

A zoning ordinance sets out the basic concept for the municipality to protect and develop its values, area, layouts, landscape arrangement, and conception of public infrastructure. In addition, the ordinance defines built-up areas, buildable areas and areas for public works. (Kašparová et al. 2009, 77-78)

The procurement of a zoning ordinance is decided by the Council, who also publishes, processes and discusses the ordinance as a conventional measure. Every four years there is a report on the implementation of zoning ordinances in past terms. (Kašparová et al. 2009, 77-78)

Strategic Plans of Development

A plan of development is a conceptual document that analyzes conditions in the municipality, helps to manage, and systematically organizes changes in the area. It is a document based on knowledge of the area and its potentials. It describes the strengths and weaknesses of the municipality, defines the development priorities and objectives, and recommends the steps for their fulfillment. The strategic plan is in

fact a set of successive specific steps that, respecting the natural environment, provides improvement to the socio-economic environment in the area. (Kašparová et al. 2009, 46)

Development Programs for the Municipality

A development program is a strategic document designed for regional development at the smallest territorial level. It is implemented for medium or long-term coordination of public and private activities dealing with demographic, social, cultural, and environmental issues. It serves as an indicative and coordinating document that does not have the character of a generally binding regulation. Such indications are important for the Council while deciding over the municipal budget, but these programs are binding only to the extent of mutual consent. ("Úvod do regionálních věd a veřejné správy" 2008, 180-182)

The task of a development program is to define common interests within the community, residents, and businesses, and to identify local conditions, necessary for the recognition of these interests. It also aims to optimize landscape, technical and socio-psychological conditions for the development of housing and business in the municipality. Such programs, when applied well, define long-term goals of environmental, economic, and social policy for the municipality. (Kašparová et al. 2009, 75)

Development programs must include a socio-economic analysis of existing external and internal conditions of development, a SWOT analysis, and a definition of the strategic objectives, priorities, and actions to follow. As conclusions, programs usually provide a catalog of projects aimed to meet its goals. ("Úvod do regionálních věd a veřejné správy" 2008, 180-182)

1.2 Municipal Management

In the Czech Republic, regional budgets imply a combination of the budgets of towns, townships, municipalities, regions, voluntary associations of municipalities, plus the budgets of the Councils of cohesive regions. The budgetary system, at the level of local government units, also includes extra-budgetary monetary funds and contributions from organizations established by municipalities and regions. (Provazníková 2009, 73)

Regional Budgets

The budget of a local government, as in the case of the Czech Republic, comes from the budgeting of municipalities and regions. These budgets are known as decentralized monetary funds that are assigned, distributed, and used as irrevocable, non-equivalent, and non-refundable subsidies. The regional budget can also be understood as the balance of expected revenues and expenses for the budget period. Technically, the budget must always be balanced at the cost of repayable funds, in case there were no reserves. (Provazníková 2009, 64-65)

The regional budget is a financial plan compiled for a period of one year and can be regarded as the tool that implements the objectives of the municipal and regional policy. (Provazníková 2009, 64-65)

Sources of Financing Municipal Budgets

Community income tax, combined with local taxes and administrative fees constitute the basic revenue that serve as funds of municipal budgets. Other sources of financing the municipal budget may originate from fees, in the scope of activities of municipal services, taxes from other entities, contributions, and rental of property. (Provazníková 2009, 73)

Municipalities may also receive subsidies, paid under a specific financial relationship, from the state or other local budgets. Subsidies from budgetary resources of ministries, state extra-budgetary funds, the EU or from other regions' budgets, constitute additional financial possibilities. Other funding may also come from donations, capital revenues from the sale of assets, stocks, or shares, and other random revenues. (Provazníková 2009, 88)

The Municipal Budget

Understanding the budget as a monetary fund balance makes the financial plan an essential instrument for promoting the objectives of the municipal policy. The substance of such budget, which may include revenues, expenses, and other monetary operations, must also imply a vision for creating and using monetary funds. For this reason, the budget must be drawn up following a financial plan that will act as driving power for financial planning of the economy and will enable to asset its development at medium-terms. Close coordination between regions may also help to classify the perspectives of a budget. The data resulting from the current state of the budget (or the provisional budget), will generate information. Sharing such

information between municipalities in the region may help to avoid mistakes and provide for a better analysis. The budget is usually designed as balanced; however, it may be approved as a deficit, or surplus, budget. (Mates et al. 2001, 119-120)

Municipal Assets

Ownership of property is one the preconditions for the existence of a local government. The elected authorities decide about the use and management of the property, and their decisions are answerable to citizens. Ownership of property is also a precondition for the development of the regional public sector, public facilities and infrastructure. The development of business activities of local governments enables municipalities to get loans, provided they are able to guarantee the loan with property. (Provazníková 2009, 204-205)

Property can be acquired as an original purchase, by investment, creation, inheritance, donation, or legal transfer as compensation. (Provazníková 2009, 204-205)

Local governments have full legal status of independent entities and therefore they can buy, sell, and rent their property. Such property may be placed in active businesses activities, or rented to organizations in order to ensure effective governance of goods, and revenues. As property becomes liable, it also becomes a source of budget funds. The management of property binds municipalities to the conditions and procedures established by law. (Marek et al. 2004, 27-29)

The property may be divided according to way the local government wants to use it. It may serve for public purposes and managed as public goods, such as the property used for the performance of public administration, or it may be assigned for business. (Provazníková 2009, 204-205)

Municipalities have the obligation of using their assets effectively, economically, and in accordance with the interests and tasks legally agreed for. Local governments are also in the obligation of taking care of the maintenance and development of their property. Furthermore, they must protect it against unauthorized access, exercise any rights of compensation and, in harmony with the particular circumstances, appeal to whichever claim against unjust enrichment related to the property. (Provazníková 2009, 204-205)

II. ANALYSIS

2 LOCATION AND EXTERNAL RELATIONS

2.1 Basic characteristics of Lipník nad Bečvou

Lipník nad Bečvou is an ancient town in the middle of the Moravian Gate, a city with many monuments and beautiful surroundings – on one side the Odra Hills and on the other side the Hostýn Hills, home of the majestic Helfštýn Castle. The Bečva River, together with its inflows streams Hlásenec and Loučka, flow through the town. Lipník has a cadastral area of 3,057.9 hectares and a population of 8,250 citizens. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 5)

Since 1989, Lipník nad Bečvou has held the status of Urban Conservation Zone, the only one in the district of Přerov and, after Olomouc, the second one in the Olomouc Region. In September 2006, Lipník nad Bečvou, together with the nearby Helfštýn Castle, became the only city in the Czech Republic to join the “Ring of European Iron Cities”. A forged sculpture called Janua Reserata - the Open Gate, is a reminder of the admission to this elite league of historical cities. This sculpture is placed in a niche of the fortification walls on Komenský Street. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 5)

The town of Lipník can be proud of a well-preserved historical center, surrounded by walls and bastions. The L-shaped square sorts the Town Hall, a Marian column, burgher houses, arcades, and two fountains with the statues of John of Nepomuk and St. Florian respectively. Near the square, we find the St. James’s Parish Church with its unique bell tower, which dominates the town. This church was built during the 13th – 14th centuries and the bell tower, with a typical layout of the early 17th century, has a sundial. The bells are called Michael (from 1604), Jacob (from 1464), and Barborka (from 1695). (Dvořáček 2002, 12)

The town has also borrowed rich Jewish history and culture. The most important Jewish monuments are the Synagogue (the tabernacle of God) and the Cemetery, both from the 16th century. This cemetery is remarkable because it was still used for burials until 1883. (Dvořáček 2002, 16-17)

2.2 History

The Moravian Gate served in the past as an ancient trade route linking west and east.

It also facilitated the so-called Amber Trail making Lipník a busy business center. Lipník's surroundings have been ground for archaeological findings dating from the Early and Later Stone Age. One of the best studied sites is located at the nearby locality of Hlinsko while findings from the Celtic period have been also reported in other vicinities of the city. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 5-6)

The first written mentions of Lipník date from 1238. The city was probably founded as a royal domain, as evidenced by the lion of the town crest. The town has always shared historical continuity with the Helfštýn Castle. The first lord of the castle was Fridrich of Linava. Further fate of the castle was documented only after the 14th century, when Lipník and the Castle became the estate of the Lord of Kravaře, until 1447. After this period, the domain was ruled by Vok of Sovince. (Dvořáček 2002, 16-17)

In 1467, the land became property of Albrecht Kostka of Postupice and in 1474 of Lord William of Pernštejn. It was during this period when the city, as a whole estate, experienced its biggest upturn. In 1593, the German family Bruntálský from Vrbno bought the estate. During the 16th and 17th centuries, they built a comfortable mansion in the town. In 1613, a fire destroyed a number of houses, the Parish Church, and the newly built bell tower. That fire was a harbinger of disasters that hunted the city through the Thirty Years War and the plague. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 5-6)

During the 17th century, the city experienced a considerable decline. The war meant illness and emigration, and the city went in ruins. In 1660, the Piarist College was built. This construction is considered the only major building of the time. (Dvořáček 2002, 17)

2.3 Geographical demarcation of Lipník nad Bečvou

Lipník nad Bečvou is located on major transport routes (international road E 462 Český Těšín - Brno, E442 Makov - Hranice - Most, R35 Lipník nad Bečvou - Olomouc - Mohelnice, railways Bohumín-Přerov). The territory of the city also passes through the route of the D47 highway, high-speed rail route Olomouc-Ostrava and the route of shipping channel Oder - Danube - Elbe. The position of the city can also define distances to major cities: Prague - 300 km, Ostrava - 60 km, Přerov - 12

km, Olomouc - 28 km. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 6)

The city has a cadastral area of 3, 057,9 hectares and it is situated at an altitude of 228-294 meters above sea level. Lipník belongs to a slightly warm area, which is characterized by long, slightly dry, hot summers, and short transitional periods of slightly warm springs and autumns. Winter is short, slightly warm, and very dry with a short duration of snow cover. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 6)

2.4 External relations

NUTS 1 Czech Republic

NUTS 2 Central Moravia

NUTS 3 Olomouc Region

NUTS 4 Přerov District

NUTS 5 Lipník nad Bečvou

Administrative unit (municipality code) CZ0714 514705

(Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 7)

2.4.1 The Olomouc Region

The Olomouc Region is located in the central part of Moravia and extends into the northern part. From the perspective of territorial administration, together with the Zlín region, it forms the Central Moravia region (NUTS 2). It is divided into five districts (Jeseník, Olomouc, Prostějov, Přerov and Šumperk). In the Olomouc Region, there are 13 defined administrative districts of municipalities with delegated powers, and 20 municipalities with authorized municipal offices. The Olomouc Region forms a 104 km long international border with Poland. In the east, it borders the Moravian-Silesian Region, in the south the Zlín Region and in the southwest the Pardubice Region. The center of the Region is the City of Olomouc, where the authorities with regional powers have their seats. ("Krajská správa ČSÚ v Olomouci")

2.4.2 The Přerov District

The area of the Přerov District is located in the center of Moravia, in the southeast of the Olomouc Region, at the confluence of the Morava and Bečva rivers. In the east, this district has a common border with the Nový Jičín District, belonging to the Moravian-Silesian Region, and with the districts of Vsetín and Kroměříž of the Zlín Region. It borders the Olomouc District to the north and its west border is common to the Prostějov District. Part of the district consists of the fertile plains of Haná that gradually turn into the Moravian Gate, flanked on both sides by the Odra Hills. ("Charakteristika okresu Přerov")

The Přerov District is a district with the highest number of municipalities in the Olomouc Region. There are 104 municipalities, 6 of which have a city status (Hranice, Kojetín, Lipník nad Bečvou, Potštát, Přerov and Tovačov), and 3 townships (Brodek u Přerova, Dřevohostice and Hustopeče nad Bečvou). There are over 134.000 inhabitants in the Přerov District. The town of Přerov is the largest city of the district and the second largest city of the Olomouc Region, Přerov lies on an important railway junctions in the country. ("Charakteristika okresu Přerov")

2.4.3 The Micro-region of Lipensko

The Micro-region of Lipensko is a voluntary union of 11 municipalities and villages founded in 2001. It is situated in the valley of the Moravian Gate. The landscape is very varied and the whole area is located in a moderately warm climate. The micro-region has excellent transport links to its surroundings, crossing the most important transport communications of Moravia. ("Mikroregion Lipensko")

The micro-region brings together Lipník nad Bečvou with another 10 surrounding villages: Bohuslávky, Dolní Újezd, Hlinsko, Jezernice, Kladníky, Lhota, Oldřichov, Osek nad Bečvou, Týn nad Bečvou and Veselíčko. ("Mikroregion Lipensko")

3 ENVIRONMENT

Town of Lipník is a declared an Urban Conservation Zone because of its beautifully preserved surroundings and a historical center surrounded by walls. At present, the aim of the municipality is to revitalize its public spaces and implement activities that enhance the appearance and neatness of the town. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 15)

Lipník nad Bečvou belongs to an area with deteriorated air quality. Local air pollution is a result of the heating and traffic load within its geomorphology. The air quality is also affected by business activities. Local policy aims to convince factories in Lipník and its surroundings to reduce the amount of emissions to the air, and to implement ISO standards. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 15)

Lipník nad Bečvou is involved in the sorting of household waste. Throughout the town, there are color-coded containers for this purpose. The goal of the town is to motivate its citizens more and more to share this scheme, and support environmental education. Moreover, the town also manages a plant of biodegradable waste. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 15)

Cadastral cities and their local fragments are usually affected by agricultural production. At present, the town is searching the way to restore natural alternatives, such as bio-centers, corridors, woods, hedgerows, dispersed greenery, and tree lines. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 15)

3.1 Climate

Air pollution is still a serious environmental problem not only in our country but also in Europe and around the world. Consequences of pollution are very wide. There is evidence of direct adverse effects of air pollutants on human health, animals, plants, soil, and materials. (Plaček et al. 2012, 32)

The health of the population can also be also affected by accumulating pollutants in the environment (soil, water, biota). Moreover, these effects may influence the structure and function of ecosystems, including their ability of self-regulation. Lipník nad Bečvou is still struggling with the consequences of deteriorated air quality. (Plaček et al. 2012, 32)

The largest share in the production of solid air pollutants is found in locations where wood and coal are burnt. However, the increase in emissions of particulate

matters, polycyclic aromatic hydrocarbons, and heavy metals is due to the burning of volatile organic compounds coming from transport means. (Plaček et al. 2012, 32)

The largest air polluters in Lipník are Kamenolomy ČR, TEPLA, Delikan, and Fermat Stroje Lipník. These companies should follow the example of Wienerberger Brickworks Jezernice, who is using a new technology of fast parching. Doing so, it has achieved shorter drying times, increasing quality, and decreasing costs. That kind of production is certainly more eco-friendly, and hence contributes positively to the protection of the climate. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 42)

3.2 Noise

The main source of noise in the area is the road transport. Noise and the negative effects from rail transport are considerably lesser. The handling of this issue is related to the overall organization of the transport in the town. (Vrubel 2010, 12)

3.3 Water Quality

The area of the town, together with the Bečva River, belongs to the Morava River basin. At present, the quality of surface waters is still affected by sources of pollution such as municipal pollution, industrial plants, and concentrated agricultural animal production. The main river, the Bečva, forms an axis into which smaller streams flow. These streams are Trnávka, Jezernice, Loučka and Hlásenec. The quality of the river water has a direct influence on shallow underground water sources. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 42-43)

During 2010 and 2011 all indicators showed improvement of surface water quality in the Bečva. It was mainly due to the completion of sewerage systems and wastewater treatment plants. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 42-43)

3.4 Waste Management

In Lipník nad Bečvou there is ongoing collection of separated waste. The dump is located by the road leading to the locality of Loučka and part of the dump is used for composting community vegetal material. (Plaček et al. 2012, 68)

The town has been engaged in waste separation for several years. There are 46 sites with color-coded containers, where people can dispose of waste. Since the town

has not managed to find a suitable recycling company for mixed plastic waste, plastics are transported to Olomouc, where they are sorted. On the other hand, Lipník keeps a well-located sorting center for other waste, such as metals, aluminum, old furniture and dangerous waste. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 44)

3.5 Greenery and Protection of Nature

Lipník nad Bečvou is located in lowlands, providing huge bulks of green space. The town classifies its green space as public, reserved, productive, or green landscape. The urban vegetation consists of artificial ecosystems, parks, gardens, trees, sports fields, cemeteries, and settlements of green. The total green area of Lipník reaches 623,693 square meters. There is a big array of plant species, which include the white willow, common alder, black poplar, basswood, ash, elder, oak, birch, maple, hornbeam, scots pine, dogwood and hawthorn with a predominance of hornbeam. Urban vegetation plays a significant hygienic, bioclimatic, esthetic, and ecological role over the landscape. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 44)

The Natural Reservation of Škrabalka spreads through the alluvial plains of the Bečva. The Reservation, established in 1952, is a jewel among wetlands. It is a complex of aquatic and marshy fauna and flora, with ingrown pools of dead arms from the river, fragments of wet meadows and riparian forests. There are more than 70 species of vascular plants and 50 species of protected plants. The Reservation includes a nature trail. (Dvořáček 2002, 72)

4 POPULATION

The basic quantitative indicator defining the extent of the population of a given area is the number of inhabitants. In 2013, Lipník nad Bečvou had 8,240 inhabitants. The productive part of the population represented 63.3%, which is comparable to the average values of the region and the country. Statistics show a steady decline in population, whether by natural causes or migration. There was a total loss of 10 inhabitants during 2012, due mainly to migration. ("SO ORP Lipník nad Bečvou")

4.1 Education

Education is an important indicator of the quality of human resources. A solid educational structure for the population is considered as a precondition for successful social and economic development.

The education parameters of Lipník nad Bečvou display similar values as those of the Olomouc Region and the Czech Republic in general. The following table shows the structure of education of the population of Lipník nad Bečvou. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 13)

	Lipník nad Bečvou		Olomouc Region		Czech Republic	
	Number	%	Number	%	Number	%
Without education	41	0,58	3 124	0,57	47 253	0,52
Elementary education	1287	18,20	99 716	18,20	1 574 856	17,43
Vocational education	2 341	33,11	192 098	35,08	2 963 972	32,80
Secondary education	2 234	31,6	167 064	30,52	2 794 996	30,94
Postsecondary education	869	12,3	63 860	11,66	1 117 830	12,37

Table 1 Population aged 15 and over by educational attainment on March 26, 2011

(Source: Czech Statistical Office)

4.2 Population Movement

In 2012, the total loss of 10 inhabitants was mainly due to migration.

	Population Growth			Net Migration			Increase/Decrease
	Births	Deaths	Natural Increase	Inflow	Outflow	Net Migration	
Total	94	86	8	154	172	-18	-10
Men	50	54	-4	80	70	10	6
Women	44	32	12	74	102	-28	-16

Table 2 Population Movement in Lipník nad Bečvou in 2012

(Source: Regionální Informační Servis ČR)

4.3 Age Structure of the Population

In the following table, ageing index is calculated considering the age structure of the population in various municipalities of the Olomouc Region. This indicator shows the number of persons aged 65 and more, accounted for one child under the age of 15. (Plaček et al. 2012, 78)

“The oldest municipalities” in the Olomouc Region are Přerov, Konice and Prostějov, where more than 16% of the population is in post-productive age. Conversely, Hranice, Šternberk and Jeseník show the lowest ageing index. In Lipník nad Bečvou, the number of people of advanced age is higher than the population of pre-productive age. Compared to 2009, the ageing index rose by four hundredths to 1.05 and this trend is likely to continue. Even in the Olomouc Region as a whole, the index increased from 1.09 in 2009 to 1.13 in 2011. This proves that the ongoing process of demographic ageing is not only a problem of Lipník nad Bečvou. (Plaček et al. 2012, 78-79)

Municipality	Age Group (%)			Ageing Index 2011	Ageing Index 2009
	<= 15	15 - 64	65 +		
Lipník nad Bečvou	14,6	69,6	16,0	1,09	1,05
Hranice	14,8	69,4	15,6	1,05	0,98
Šternberk	14,8	69,7	15,5	1,05	1,00

Litovel	14,6	68,9	16,5	1,13	1,08
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Table 3 Age Structure of the Population in Lipník nad Bečvou, Hranice, Šternberk and Litovel (Source: Plaček, Kamil, a kolektiv Ekotoxa s.r.o. Rozbor udržitelného rozvoje pro správní obvod ORP Lipník nad Bečvou, 79)

5 HOUSING

While the number of citizens tends to fall, the number of houses is increasing. The reason is mainly that old houses remain unoccupied after their original owners, so they either await reconstruction or are used only for recreational purposes.

In Lipník nad Bečvou the technical equipment of houses is relatively adequate. 99.3% of houses are connected to the water supply, 75.8% to the sewerage system, 72.2% to gas, and 68.9% are equipped with central heating. (Plaček et al. 2012, 88)

5.1 Housing in Numbers

Houses total		1 599	
Houses inhabited		1393	
Inhabited buildings	Houses	1 188	
	Apartment buildings	191	
	Ownership	Private	1 209
		Municipality, state	67
		Housing association	25
	Houses built	Before 1919	219
		1920 – 1945	249
		1946 – 1980	455
1981 - 2001		331	

Table 4 Household stock in Lipník nad Bečvou (Source: Population and Housing Census 2011)

6 CULTURE AND HERITAGE

Lipník nad Bečvou counts with a number of sport clubs and civic organizations. People interested in sports enjoy a whole array of public facilities such as playgrounds, bike trails, swimming pools, gyms, mini golf, bowling, saunas, and a skate park. ("Turistické informační centrum Lipník nad Bečvou")

The opening of the Moravian Gate in the spring starts the tourist season in early May. The popular blacksmith's outdoor exhibition "Metal in Town" gathers a selection of top international blacksmiths in the fields of Helfštýn Castle. In addition, guided night tours during the European Heritage Days are very popular. A rich cultural program is offered during the St. James's Feast, the Christmas Fair, and the official Town's Ball. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 18)

The historical center of the town was declared Urban Conservation Zone by the Czechoslovak government and was confirmed by law in 1989. Later in 1992, the government approved a program of regeneration of urban conservation zones and Lipník nad Bečvou joined this program. The purpose of this program was not only the reconstruction and rehabilitation of cultural values, but also the creation of attractive locations for business development. (Švrčková et al. 2010, 3)

6.1 Historic Sights

6.1.1 The Jewish Synagogue

Jewish settlements in Lipník nad Bečvou are evident by a greater extent from 1454. In the early 19th century, there was a significant religious high school – the Yeshiva. In the first half of the 19th century, Jews comprised 30 percent of the population and owned more than 70 buildings. The Jewish settlements in Lipník did not form a ghetto. Their houses were spread throughout the center of the town. ("Turistické informační centrum Lipník nad Bečvou")

"The synagogue arose during the 2nd or 3rd decade of the 16th century. The first written mentions date from 1540. The synagogue was created along with the town walls; it was built as the last house of Pernstein Lane. It is the oldest synagogue in Moravia and, after the Altnai Synagogue in Prague, the second oldest one in the country. The main hall has a Gothic vault with brick ribs in late Gothic style. "
("Tourist Information Centre Lipník nad Bečvou")

The synagogue has been rebuilt many times. Nowadays, it serves as the chapel of the Czechoslovak Hussite Church. The interior of the prayer hall is ornamented by big-dimensioned statues of Jan Hus, Jesus, and Moses. ("Turistické informační centrum Lipník nad Bečvou")

6.1.2 The Town Walls

The town fortifications have great cultural and historical significance as one of the oldest monuments of the town. Their construction displays clear signs of the importance and status the burghers had, and discloses us many details about their architectural and organizational skills. *"The remainders of the town walls in Lipník rank among the best preserved ones in Moravia. Even after the town gates were demolished during the 19th century, considerably large segments of fortification walls, bastions, and a number of remarkable details have been still preserved here."* ("Tourist Information Centre Lipník nad Bečvou")

During 2010 and 2013 there have been major repairs, restorations, and general revitalization of the town walls. The town has financed the works from its own budget and from grants from the Ministry of Culture. ("Turistické informační centrum Lipník nad Bečvou")

6.1.3 The Piarist College

The Piarists came to Lipník nad Bečvou in 1634. They moved into the house of the Unity of Bethren. Gradually they rebuilt the house to its present form. The so-called "College" still maintains its layout from the 18th century with two courtyards and a monumental façade. The building has been the establishment for a novitiate school, library, oratory, and dwelling for clerics and students. ("Turistické informační centrum Lipník nad Bečvou")

Johann Gregor Mendel, the founder of genetics studied at the College during 1833 and 1834. Piarists left Lipník nad Bečvou in 1884. The complex of buildings of the college and the temple of St. Francis of Assisi is still one of the most remarkable sights in Moravia. ("Turistické informační centrum Lipník nad Bečvou")

In 2005, the Piarist College of Lipník, a civic association, was founded to popularize the building of the College and its gardens. Their activities are focused to cooperate with the town in the renewal of the estate, and in suggesting various uses for the building. The association is aware that without clear definitions about the

reconstruction project it would not be possible to ask for any grants or funds. ("Piaristická kolej v Lipníku")

6.2 Interest Groups, Sports

In addition to the civic associations, and sports clubs in Lipník nad Bečvou, the town itself has also built several sport and leisure complexes, which are under its administration.

The Bečva bikeway leads along the river and it has newly built sections to avoid motorized transport. Parts of the path run along less frequented local roads and field paths that reinforce the forest settings. These paths are also a paradise for in-line skaters. It is no coincidence that a large percentage of the local population indulges in in-line skating. Further, in the Lipensko micro-region, the bikeways allow to discover the most interesting places of the area, the surroundings, and the valley of the Moravian Gate itself. The paths lead a circle that starts and finishes in Lipník. Lipník holds every year the prestigious Author Šela Cycling Marathon. ("Sport v Lipníku nad Bečvou")

Skateboarding lovers enjoy the skate park, located next to the cycling path. In 2010, a 300-meter long bi-cross track was opened to the public near the housing estate Dukla. ("Sport v Lipníku nad Bečvou")

There is an outdoor swimming pool in Lipník. However, for those who prefer swimming in nature, there is a lake called Jadran, situated between Lipník nad Bečvou and Osek nad Bečvou. ("Sport v Lipníku nad Bečvou")

Among other independent local organizations and interest groups, we count the Czech Beekeepers Union, the Czech Anglers Union, and the Czech Hunters Union. These groups offer a life closer to nature and teach how to breed and keep animals.

7 INFRASTRUCTURE

7.1 Transport Infrastructure

The area of Lipník is located along the Bečva River valley. This location has always been a major trade route connecting north and south through the Moravian Gate. The present-day transport network copies this route.

7.1.1 Road Transport

As for road connections is concerned, the town has an ideal location. It is connected to two international transport routes; Route E462 leads from Ciezsyn (Poland), Český Těšín, Frýdek Místek and continues to Olomouc, Prostějov, Vyškov, and Brno. The second route, E442, leads from Makov (Slovakia), Rožnov and Hranice and continues to Mohelnice, Vysoké Mýto, Hradec Králové and Most. Other major routes include first class route I/35 – Valašské Meziříčí, and I/47 - Vyškov – Přerov – Ostrava. (Plaček et al. 2012, 56)

Lipník is also connected to highway R35 to Olomouc – Mohelnice, highway D1, in the direction of Přerov – Brno – Prague, and highway D47 in the direction Ostrava – Poland. (Plaček et al. 2012, 56)

The town administers about 54 kilometers of its local roads and 29 kilometers of sidewalks. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 25)

7.1.2 Rail Transport

The beginning of rail transport in the area of Lipník nad Bečvou dates back to the 19th century, when the town was a terminal station for Emperor Ferdinand's Northern Railways. In 1960 the railways were electrified and nowadays (No. 270), they are double-tracked and one of the busiest sections of the Czech railway system. (Plaček et al. 2012, 59)

7.1.3 Public Transport

The micro-region is connected by the integrated transport system of the Olomouc Region. These connections are available in bus transport, since the cooperation between bus and rail operators is not guaranteed. Public bus transport is provided by the Veolia Transport Morava Company. The number of connections provided to the individual villages is sufficient, but lacks coherence and continuity. Transport is also very limited over weekends. (Vrubel 2010, 90-93)

7.1.4 Cycling and Foot Traffic

Cycling, together with public transport, provides a social and beneficial alternative to individual car transport. In recent years, cycling has become one of the fastest growing transport means in town, playing an important role in terms of development. The minimal impact on the environment, the promotion of tourism and other advantages have made of cycling a potentially durable resource for local development. The basic cycling trail in Lipník is the Bečva path, which connects four sections of the river. (Plaček et al. 2012, 58-59)

7.2 Technical Infrastructure

7.2.1 Electricity and Gas Supplies

The supply of electricity and gas in Lipník nad Bečvou is at a good level. The town is well equipped and there are no major serious operational problems.

Lipník has a one-hundred percent access to gas connections. Gas mains however, are not part of the adjacent sectors of Loučka, Podhoří, Trnávka and Nové Dvory. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 21)

Generally, it can be said that neither electricity nor gas supply has ever held down any of the local businesses. The electricity supplier is called ČEZ Distribuce, and the gas is supplied by RWE-SMP. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 21)

7.2.2 Water Supplies and Sewerage

Water supply and sewerage are key areas of the technical infrastructure in any society. Unsatisfactory conditions, at the time of decision making, may hinder the realization of a business plan in a given area. This is not the case of Lipník nad Bečvou, which is well supplied with potable water from an aqueduct comprising Bělotín – Hranice – Lipník nad Bečvou. This watercourse, operated by Vodovody a kanalizace Přerov, is 29.89 kilometers long and supplies 7,359 inhabitants. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 21)

The sewerage system in Lipník has been gradually built up since the early 20th century. In 1931 the system was expanded. The sewerage is also operated by “Vodovody a kanalizace Přerov”, and covers almost 90% of the built-up area of the town. A total of 7,377 inhabitants enjoy the use of the sewerage system, which has total length of 24.92 kilometers. The drains deflect wastewater from 1,129 citizens,

while the rest is diverted to a wastewater treatment plant, which was built in 1977 and renovated in 2010. (Plaček et al. 2012, 64-65)

7.2.3 Heat supply

The “TEPLO Lipník nad Bečvou” Company was established by a sole shareholder. The company’s ambition was to supply heat to a large part of the population. In 2011, a year after the deed was given to the owner, the Company was operating two blocks of flats and eight residential sections of the town. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 23)

7.3 Civic Facilities

Social and cultural infrastructures summarize the equipment of institutions and programs that represent the most effective investment to strengthen the economic importance of the region. Although civic facilities are not directly related to the economic output, it is an area in which the local government has extensively assumed many responsibilities and participated actively.

7.3.1 Health services

Lipník nad Bečvou is a major medical center in the Lipensko micro-region. There are many physicians who provide their expertise and ambulatory care in the town. In most other municipalities of the micro-region, health care is either not provided at all, or offered at limited office hours. Extensive medical care can be found in the nearby cities of Přerov and Olomouc. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 16-17)

7.3.2 Social Services

The most important organizations in Lipník focused on social services are the Regional Charity of Lipník and the Social Services Lipník.

The Regional Charity of Lipník is a non-profit organization that provides social and health services, and organizes charity collections in town.

Charity provides home care for the elderly, sick and handicapped, who otherwise would have to be hospitalized or placed in a nursing home. These services are intended to help, not only the patients but also family members who are unable to take care of their relatives because of different reasons. The medical home care

services are provided by qualified registered nurses. ("Terénní ošetrovatelská služba")

The Social Services Lipník is an institution that provides social care and assistance to citizens, who due to their health or age, are not able overcome difficult life situations or long-term adverse environmental conditions. The Social Services provide accommodation to citizens in a nursing home for 120 patients and operates a club of pensioners. ("Dům s pečovatelskou službou, Zahradní 1335.")

7.3.3 The Educational System

Lipník administrates a web of schools and school facilities, where children attend their compulsory instruction. The town has a separate kindergarten, two incorporated kindergartens with primary schools, and a secondary grammar school. Furthermore, there are two school canteens, established as part of the primary schools.

Besides attending school, children have the opportunity to participate in extracurricular circles, art, drama, sport clubs, and learning foreign languages. Every year these clubs participate in several competitions around the country. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 14-15)

Schools founded by the town:

- Primary School and kindergarten Lipník, 511 Hranická Street,
- Primary School Lipník, 315 Osecká Street
- Primary School and kindergarten Loučka, Lipník nad Bečvou,
- Secondary Grammar School Lipník, Komenského sady 62,
- Kindergarten Lipník, Na Zelince 1185.

Schools founded by the Olomouc Region in Lipník nad Bečvou:

- Secondary School of Electrical Engineering, Lipník nad Bečvou, Bratrská1114
- Secondary Technical School of Civil Engineering, Lipník nad Bečvou, 257 Komenského sady,
- Intermediate School and Primary School Lipník nad Bečvou, 301 Osecká Street,
- Children's Home and School Canteen, Lipník nad Bečvou, 772 Tyršova Street,

- Antonín Dvořák's Basic Art School, Lipník nad Bečvou, 643Havlíčková Street.

There is also a private educational center and primary school called Sluníčko, with a capacity of 56 children in kindergarten and 150 pupils in primary school. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 14-15)

8 ECONOMY OF THE TOWN

8.1 The budget for 2011

In 2011, the economy of the town ended with a financial surplus of 31,549,192.34.- CZK (Czech Crowns) after a balanced budget of 149,309,090.00.- CZK had been originally approved. During the same year, the city authorities approved 21 budget measures, taking the city's budget to the final amount of 185,020,336.52.- CZK. ("Rozpočet 2011 - příjmy")

The total budget revenue was fulfilled to 112.99% (an overflow of 24,027,360.00 CZK). This significant surplus was a product of taxation, contributions, and mainly subsidies to the total financing expenditures of the city, which were fulfilled to 95.85%. ("Rozpočet 2011 - příjmy")

Item	Approved Budget	Modified Budget (21)	Actual revenues	Implementation of the budget in%
Class 1 - Tax revenues	83,629,000.00	92,121,161.00	88,806,305.86	96.40
Class 2 - Non-tax revenue	21,478,420.00	23,197,784.10	26,232,107.15	113.08
Class 3 - Capital income	0.00	0.00	2,625,709.00	0
Class 4 - Received transfers	46,326,000.00	68,693,775.93	67,791,980.93	98.69
Total revenue	151,433,000.42	184,012,721.03	185,456,102.94	100.78
Current expenses	135,989,760.00	162,922,815.95	155,683,846.05	95.56
Capital expenditures	13,319,330.00	22,097,520.57	21,147,603.32	95.70
Total expenses	149,309,090.00	185,020,336.52	176,831,449.37	95.57

Table 5 Budget of Lipník nad Bečvou for 2011 (Source: Město Lipník nad Bečvou. "Rozpočet 2011.")

Revenues incl. Total financing (consolidated)	209,047,699.95
Total expenditure (consolidated)	177,347,449.37
Changes in monetary funds (social funds)	46,544.24
Operation of cash accounts not having the character of income and expenditure	104,514.00
Surplus for the year 2011 = state of basic bank accounts	31,549,192.34

Table 6 Financing of Lipník nad Bečvou for 2011 (Source: Město Lipník nad Bečvou. "Rozpočet 2011.")

8.2 The budget for 2012

The economy of the town in 2012 ended with a financial surplus of 35,405,981.10 CZK. During that year, the city authorities approved 21 budget measures, as the year before, and the town's budget reached a final balance of 139,626,712.33. CZK. ("Rozpočet 2012")

Item	Approved Budget	Modified Budget (21)	Actual revenues	Implementation of the budget in%
Class 1 - Tax revenues	83,340,000.00	83,481,800.00	81,848,997.72	98.04
Class 2 - Non-tax revenue	21,960,590.00	23,471,192.88	24,157,038.33	102.92
Class 3 - Capital income	0.00	0.00	1,554,322.00	0.00
Class 4 - Received transfers	14,768,300.00	32,591,719.45	32,591,719.45	100.00
Total revenue	151 433 000,42	184 012 721,03	185 456 102,94	100,78
Current expenses	105,172,740.00	122,918,516.80	112,669,884.22	91.67
Capital expenditures	13,636,090.00	38,034,699.62	21,977,317.71	57.78
Total expenses	118,808,830.00	160,953,216.42	134,647,201.93	84.11

Table 7 Budget of Lipník nad Bečvou for 2012 (Source: Město Lipník nad Bečvou. "Rozpočet 2012.")

Revenues incl. Total financing (consolidated)	169,770,513.84
Total expenditure (consolidated)	-134,947,201.93
Changes in monetary funds (social funds)	49,646.70
Operation of cash accounts not having the character of income and expenditure	533,022.49
Surplus for the year 2012 = state of basic bank accounts	35,405,981.10

Table 8 Financing of Lipník nad Bečvou for 2012 (Source: Město Lipník nad Bečvou. "Rozpočet 2012.")

8.3 The budget for 2013

Although the town's budget for 2013 has not been completely closed to this day, from the state of single accounts by December 31st 2013, it is obvious that the economy of the town will end up with a financial surplus of roughly 26,500,000.00. CZK. The difference between the surpluses of previous years is because in 2013 the town reconstructed a cinema building into a cultural center. This investment has been the most extensive in the last few years and obviously affected the financial surplus, which in 2013 did not exceed 30 million crowns. ("Rozpočet 2013 - příjmy")

Item	Approved Budget	Modified Budget (21)	Actual revenues	Implementation of the budget in%
Class 1 - Tax revenues	90 036,00	90 360 100,00	102 217 121,06	113,12
Class 2 - Non-tax revenue	21 724,63	22 890 811,60	24 175 171,54	105,61
Class 3 - Capital income	0.00	0.00	710,346.00	0.00
Class 4 - Received transfers	12,526,500.00	17,942,295.00	17,942,295.00	100.00
Total revenue	124 287,13	131 193 207,22	145 044 934,22	110,56
Current expenses	105,172,740.00	122,918,516.80	112,669,884.22	91.67
Capital	13,636,090.00	38,034,699.62	21,977,317.71	57.78

expenditures				
Total expenses	118,808,830.00	160,953,216.42	134,647,201.93	84.11

Table 9 Budget of Lipník nad Bečvou for 2013 (Source: Město Lipník nad Bečvou. "Rozpočet 2013.")

Revenues incl. Total financing (consolidated)	179,381,890.13
Total expenditure (consolidated)	-152,453,550.46
Surplus for the year 2013 = state of basic bank accounts	26,928,339.67

Table 10 Financing of Lipník nad Bečvou for 2013 (Source: Město Lipník nad Bečvou. "Rozpočet 2013.")

8.4 Economic Outlook for 2014-2015

The following outlook presents the potentiality of the town to fulfill its development plans after paying expenses and settling liabilities. The outlook does not implement any concrete actions, but shows the available financial resources that enable the covering of potential investment projects. ("Rozpočtový výhled města Lipník nad Bečvou na roky 2014 až 2015.")

The town can use the available funds to finance projects that will be partially reimbursed from grants from the Olomouc Region, ministries, or programs of the European Union. ("Rozpočtový výhled města Lipník nad Bečvou na roky 2014 až 2015.")

8.5 Property

The development of the structural assets of the town is reflected in the balance sheet for 2011 - 2012. The property of the town is a significant prerequisite for the social and economic development of the area. ("Město Lipník nad Bečvou")

Balance Sheet		
Term	2011	2012
A. <u>Fixed assets</u>	586 970 167,97	645 536 932,63
Intangible fixed assets	4 366 799,10	3 661 171,10
Tangible fixed assets	457 647 162,84	476 175 792,53

Long-term financial assets	124 956 206,03	165 516 261
Long-term receivables	0	183 708
B. <u>Current assets</u>	60 540 672,20	61 355 320,58
Inventories	363 596,13	683 090,49
Current receivables	21 304 686,08	18 234 620,32
Current financial assets	38 872 389,99	42 437 609,77
TOTAL ASSETS	647 510 840,17	706 892 253,21
C. <u>Equity</u>		
Assets of the accounting entity	620 908 568,92	684 849 752,10
Funds of the accounting entity	572 827 844,62	627 947 760,91
Profit / loss	392 075,55	327 128,85
D. <u>Liabilities</u>	47 688 648,75	56 574 862,34
Reserves	26 602 271,25	22 042 501,11
Lon-term liabilities	0	0
Current liabilities	4 181 544,51	2 317 537,51
<u>TOTAL LIABILITIES</u>	22 420 726,74	19 724 963,60
	647 510 840,17	706 892 253,21

Table 11 Lipník nad Bečvou, balance sheet for 2011 – 2012 (Source: Město Lipník nad Bečvou. "Účetní závěrka")

8.6 Summary of the Economy of the Town

The financial situation of the town, as the above-mentioned numbers illustrate, can be described as well balanced for the period between 2011 and 2013. In all these years, the town has managed to keep a budget surplus, saving part of it for future years. The town has been successful in reducing overcapitalization of long-term liabilities by repaying regularly its loans, and has wisely used their assets. Lipník has been able to manage itself with minimum credit. The authorities have duly performed their obligations and found substantial part of the funding and investment in its own budget. Although the capital revenues are annually approved from zero income, the

town annually sells some of its housing units, garages, and land. Moreover, Lipník nad Bečvou has used the resources of subsidies and funds for investment and in doing so it has enhanced its image.

9 THE LABOR MARKET

Employment or the number of active workers is one of the key criteria for assessing business, industry, and socioeconomic cohesion in a region. The population of Lipník nad Bečvou is, in terms of its economic activity, divided broadly in half. The 2011 census showed the town had registered 4,135 economically active persons, i.e. 50.05% of the total population. A 49.95%, a category consisting of non-working pensioners, pupils, students, etc., were recorded as economically inactive. These values represent an advantageous average when comparing to the District of Přerov, where economic activity is 49%, or to the total average of the Czech Republic, which is a 48.7%. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 26-27)

According to the last census, the unemployment rate in Lipník nad Bečvou is 13.21%. This value is stable, but in the long term is gradually decreasing. Even so, it is still above the average of the Olomouc Region (11.1%) and the Czech Republic (8.6%) (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 26)

10 ECONOMIC STRUCTURE OF THE TOWN

Lipník nad Bečvou is one of the major industrial centers in the district of Přerov. Currently, there are nearly 1,700 business entities registered within the city limits. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 27-28)

The production of metal-cutting machines is one of the most acclaimed industrial branches developed in the city. It began in 1918 with the company of František Wawerk, whose company eventually became TOS Lipník. In 1995, the tradition was preserved under the name of STROJTOS LIPNÍK, today Fermat Machinery. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 27-28)

The town, in the exercise of its delegated powers, provides the services of the Labor Office of Přerov (as a detached office), City Police, Fire Department, Czech Post Office, Czech Police Department (as a separate branch), and the Lipník Division of the Military Forests and Farms. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 27-28)

Employer	Business Activity	Number of employers
The Town of Lipník nad Bečvou	General public administration activities	100 - 199
FERMAT STROJE LIPNÍK s.r.o.	Machine tools manufacturing	100 - 199
MetalPlast Lipník n. B., a.s.	production of metal die stampings, plastic injections	100 - 199
M – MOOS, spol. s.r.o.	Reparation and modernization of machinery	50 - 99
Secondary Technical School of Civil Engineering, Lipník	Secondary education	50 - 99
Technical services of Lipník nad Bečvou, p.o.	Collection of non-hazardous waste	50 - 99
TRAWEKO 96 s.r.o.	Civil engineering, housing	25 - 49
DELIKAN s.r.o.	production and sales of dog food	20 - 24
ARES s.r.o. Lipník n.B.	Construction works,	25 - 49

	maintenance of greenery, freight	
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Table 12 The most important employers in Lipník nad Bečvou (Source: Plaček, Kamil, a kolektiv Ekotoxa s.r.o. Rozbor udržitelného rozvoje pro správní obvod ORP Lipník nad Bečvou. 2012, 110-111)

10.1 Level of entrepreneurial activity

The level of entrepreneurial activity is related to the number of entrepreneurs - individuals per 1,000 inhabitants. It is thus an indicator of potential success and small business growth. The rate of entrepreneurial activity in Lipník in the last two years was 177.2 and 180.3, which is above the average value in the Olomouc Region. (Plaček et al. 2012, 113)

10.2 The Most Important Employers

10.2.1 Fermat Stroje Lipník s.r.o.

The Company, established in 2010, is a member of the Fermat Group and continues the machine tool production tradition from 1896. Fermat is a recognized manufacturer of horizontal boring mills that exports its machines to various industries around the world. In addition to the dominant horizontal boring mills production, the company provides a team of experienced technicians for service, repairs, and spare parts supplies. ("Fermat Stroje Lipník")

10.2.2 MetalPlast Lipník n. B., a.s.

The history of MetalPlast dates back to 1962. At that time, the company produced suitcases under the brand of Kazeto Přerov. In 1994, "MetalPlast Lipník n. B., a.s." was established. Nowadays, the company deals with custom made production and sale of products designed by its customers. It works in the field of plastic injection molding, high frequency welding, metal sheet stamping, and production of tools, molds, and thermoforming. ("MetalPlast Lipník")

10.2.3 M – MOOS, spol. s.r.o.

M-MOOS was established in 1993. The company specializes in repairing machine tools, following up with the Lipník tradition of mechanical production. "The management and staff of the company have been working in the fields of engineering,

development, design, and production of machine tools for more than 20 years." ("M-MOOS spol. s r.o.") Since its establishment, the company has been selling general repairs for overhaul center lathes, milling machines, drilling machines and grinders. ("M-MOOS spol. s r.o.")

10.2.4 TRAWEKO 96 s.r.o.

This company was founded in 1997. It is a construction company with a focus on the realization and construction of buildings, especially houses, renovation of old residential buildings, reconstruction of monuments and historic facades. It also works in reconstructions of roofs, loft conversions, installation of industrial buildings, and production halls. The company specializes in complete revitalization of panel houses. Apart from construction activities, the company provides bricklaying, plumbing, carpentry, height works, locksmith, and painterly works. ("Traweko 96 s.r.o.")

11 TOURISM

Tourism is an important economic, cultural, and social element of the region. Tourism development allows for the maximum use of endogenous resources in the region (natural, cultural, historical monuments, etc.). It significantly influences the gross domestic product and income to local budgets, increasing employment and contributing to the overall development of the region. (Plaček et al. 2012, 94-95)

The town center was declared an Urban Conservation Zone in 1989. The area is composed of about 190 houses and a series of small sacred buildings, 105 of which have been declared cultural monuments. The town has remarkably retained and maintained its historical buildings of medieval origin and the surrounding walls in large extent. Throughout the Olomouc Region, there are only two Urban Conservation Zones; Olomouc and Lipník nad Bečvou. Considering there are 40 such zones in the Czech Republic, the urban conservation of Lipník nad Bečvou can be considered as one of the most valuable and remarkable. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 37)

The medieval Helfstyn Castle is not far from the town and it is one of the largest castles in Central Europe. In recent years, it has been renowned for international meetings of artistic blacksmiths called the Hefaiston. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 38)

11.1 Accommodation

Socio-economic conditions are relevant for the development of tourism. It forms an integral part of the infrastructure of tourism, which does not only include accommodation and catering facilities. The Olomouc Region altogether is a region with the smallest number of accommodation facilities in the Czech Republic. According to the last national hospitality survey from 2011, there were 728 accommodation facilities, placed primarily in popular tourist sections of Jeseník and Šumperk. The number of beds in accommodation establishments per 1000 inhabitants in the Olomouc Region (37.3) is the third smallest in the Czech Republic. (Plaček et al. 2012, 98-99)

In addition to the existence of cultural potential, it is necessary to have an established network of services, which enables visitors to stay longer and make their visit more enjoyable.

Accommodation Facilities	Cafés, Patisseries, Wine Bars	Restaurants, Pubs, Pizzerias
Lípa Hotel	Café Loubí	Restaurant Modrá Hvězda
U Grygarů Pension	Café 49	Restaurant U Pelzů
U Zámecké zahrady Pension	Café Marek	Restaurant Port Royal
Fantasy Pension	Patisserie U Němečků	Restaurant Nadsklepí
Dormitories of the Secondary School of Electrical Engineering	Wine bar U Hroznové kozy	Restaurant Fantasy
Other Private Accommodation	Wine bar U Františka	Sport Bar
		Bowling and Music Bar Factory
		Road-house Moravská Brána
		Ale-house GEM
		Pizzeria Parník
		Lípa Hotel

*Table 13 Accommodation and catering facilities in Lipník nad Bečvou
(Source: Městský úřad Lipník nad Bečvou, Odbor regionálního rozvoje.
Strategický plán rozvoje města. 2012, 41)*

As opposite to the regional situation, accommodation facilities in Lipník nad Bečvou are sufficient. There are hotels, pensions, inns, and low cost dormitories.

Citizens and tourists can get information about happenings and events in Lipník at the local Tourist Information Center. The center also offers promotional materials, brochures, postcards, souvenirs, tourist maps, cycling maps, tourist stamps, and the “Lipenské Listy”, a monthly journal published by the town. (Městský Úřad Lipník nad Bečvou, Odbor regionálního rozvoje 2012, 42)

12 13 SWOT ANALYSIS

12.1 Civic amenities, social services, quality of life

Strengths	Weaknesses
<p>Good level of medical care, nursing home in the municipality</p> <p>Good level of education (material and technical equipment of schools)</p> <p>Satisfactory network of grocery stores</p> <p>The existence of primary and secondary schools in the municipality</p> <p>The existence of a Public Library</p> <p>Rich cultural programs, observance of traditions</p>	<p>Absence of a sports hall used for all indoor sports</p> <p>Lack of infrastructure in development areas for housing</p> <p>Poor technical condition of the premises of the stadium</p> <p>No barrier-free entrances to civic facilities</p>
Opportunities	Threats
<p>Realization of suitable housing development in new areas</p> <p>Support for leisure activities for all generations</p> <p>Revitalization of public spaces</p> <p>Multi-purpose social, cultural and educational center</p> <p>Improving the environment</p>	<p>The outflow of young generation</p> <p>Economic factors limiting human activities for leisure time</p> <p>Insufficient offer of land for housing construction</p> <p>The growth of high-risk groups of the population</p>

12.2 Technical and transport infrastructure

Strengths	Weaknesses
<p>Sufficient transport services, network of local communications</p> <p>Bypass of the city - diversion of transit traffic, improvement of the environment</p> <p>Large number of bikeways</p> <p>Approved planning documentation with defined areas for business</p>	<p>Poor technical condition of communications</p> <p>Lack of parking areas, inappropriate placement</p> <p>Insufficient state of water infrastructure</p> <p>Part of the land register is located in the flood area of the Bečva River</p>

	<p>Bad technical condition of some sidewalks</p> <p>No construction system of bikeways bound to the backbone cycle Bečva path</p>
Opportunities	Threats
<p>Solving the transport conception and following the highway connection to the town</p> <p>Favorable conditions for the possibility of drawing financial resources from national and European programs</p> <p>Reconstruction of the bus station</p> <p>Repair local communications and sidewalks</p>	<p>Lack of support / strategies from the state bodies and organizations</p> <p>Ignoring the maintenance of the communications</p> <p>Cancellation of public transport connections</p>

12.3 Economics and Business

Strengths	Weaknesses
<p>Openness to investors</p> <p>Compiled project documentation for zoning, building permits use and transport links to the industrial zone</p> <p>High proportion of economically active population</p> <p>Economic stability of larger employers</p> <p>Tradition of industrial production</p> <p>Convenient transport location and accessibility to the region</p> <p>High potential of tourism</p>	<p>Missing necessary infrastructure for business development</p> <p>Poor technical condition of communications</p> <p>Disused the property that could be used for business development</p> <p>High number of applicants for one vacancy (45 in 2012)</p>
Opportunities	Threats
<p>Completion of the transport and technical infrastructure</p> <p>Assessment of the economic potential of</p>	<p>Demographic trends - ageing and population decline, changes in the social structure</p>

tourism	Educational structure
Use of brownfields (areas of old firms, industrial zone, military barracks, etc.)	The Army of the Czech Republic leaving its facilities in town.
Development of agricultural production	High unemployment rate

12.4 Tourism

Strengths	Weaknesses
<p>Preserved historical center - urban conservation</p> <p>Number of marked hiking and bikeways</p> <p>Capacity of the area for recreation and tourism</p> <p>Helfstýn Castle situated near the town, its use in new joint projects</p> <p>Well-functioning tourist information center</p> <p>Rich cultural and social events</p>	<p>Poor tourist infrastructure in the town and its surroundings</p> <p>Lack of good parking areas</p> <p>Uneven distribution of tourist attractions</p> <p>Insufficient quality of additional and complementary tourist services</p>
Opportunities	Threats
<p>Use of development programs and projects financed from EU structural funds</p> <p>Growth of interest in recreation and leisure activities in the Czech Republic</p> <p>Targeted and coordinated supply of tourist products aimed at different target groups</p> <p>Planning for the construction of new modern facilities for sports and social activities</p>	<p>Inefficient use of the full potential for recreation and tourism</p> <p>Underestimating the importance of tourism as a subject of entrepreneurship and employment</p> <p>The issue of ownership solutions in project planning</p> <p>The deterioration of structural and technical condition of cultural monuments</p>

12.5 Natural Resources, Environment

Strengths	Weaknesses
Good quality of the environment in the immediate vicinity of the town	Part of the landing register located in the flood area of the Bečva River

<p>Bypass of the city - side transit traffic, improvement of the environment</p> <p>Gasification - a reduction of local air pollution</p> <p>Municipal waste collection and sorting</p> <p>Sorting center for residents</p>	<p>Air quality deterioration</p> <p>Greenery maintenance focused only on the conservation zone of the city</p>
Opportunities	Threats
<p>Job opportunities in:</p> <p>Regeneration and maintenance of public spaces,</p> <p>Preparation of devices for biodegradable waste</p> <p>Sorting and separating waste,</p> <p>Planting greenery around industrial sites for the apprehension of particulate pollution</p>	<p>Deterioration of the environment because of heating with solid fuels</p> <p>Increasing production of municipal waste</p> <p>Inappropriate subsidy policy, especially in the field of agriculture</p>

13 STRATEGY FOR DEVELOPMENT

13.1 Vision of the Town

The strategic vision for Lipník nad Bečvou must be based on long-term goals, and development plans. The vision must be regularly updated and based on detailed assessment of analytical findings stemming from socio-economic analysis.

The vision must be formulated so it describes the climate the area should achieve in the future. All individual strategic objectives, actions, activities, and projects must be oriented to the fulfillment and achievement of the vision.

13.2 Strategic Objectives

13.2.1 Strategic objective; "Housing development and quality of civic amenities"

This strategic goal comprises activities that enable the construction of high-grade facilities to increase the population's quality of life. One of the main prerequisites for achieving this objective is the quality and the affordability of housing, which is in sound condition in Lipník. The aim of the town must be to enhance the quality of life of its residents by fulfilling the necessary technical infrastructure and thus creating conditions for the development of different forms and standards of living.

Priority 1 - Delimitation of areas and building infrastructure for new buildings

There are suitable areas for further construction in the town. This priority establishes the land supply and thus the infrastructure that will be necessary for the construction of houses.

Measures:

- Purchase of land and investment for preparing the areas
- Providing the necessary infrastructure, making necessary amendments in the zoning plan
- Assessment of land
- Sale of lands to suitable investors
- Preparation of projects to revitalize neighborhoods
- Rehabilitation and reconstruction of unused or inappropriately handled buildings

Priority 2 – Support for leisure time activities as a part of quality of life

Support of cultural and sports activities, especially those that are preferred by the residents and that have a sensible effect in the attractiveness of the town. This priority is meant to extend and enhance the quality of leisure time activities and thus the quality of life.

Measures:

- Improvement of technical conditions according to the needs of particular parts of the city
- Maintenance of sports facilities
- Reconstruction of the sports hall
- Financial support and cooperation from groups and organizations interested in the project
- Participation of schools in the system of lifelong learning
- Update and development of local cultural events

Priority 3 - Caring for public spaces

The aim of this priority is to implement a pleasant and healthy environment, in particular, the maintenance of local parks, monuments, and public greenery.

Measures:

- Inventorying, maintenance and repair of cultural and historical monuments
- Maintenance and reconstruction of public land and buildings
- Maintenance of public gardens and parks in the town
- Establishment of the mechanical infrastructure for the maintenance of greenery
- Landscaping along local roads
- Collaboration with the Labor Office in employing labor force the regeneration and maintenance of public spaces

13.2.2 Strategic objective; "Protecting and improving the quality of the environment"

Although the town is an Urban Conservation Zone, there are areas with deteriorated air quality. Traffic, certain heating technologies, and business activities

have profoundly affected the air of the town. On the other hand, the town is engaged in the sorting of household waste and transformation of biodegradable waste.

Priority 1 - Air Protection

This priority is oriented to support the use of renewable energy sources, reduction of traffic jams, and an overall reduction of exhaust fumes into the atmosphere. The environment and nature represent the wealth of the town and thus, its attractiveness for visitors seeking relaxation in clean nature. All development activities should be planned with regard to the environment.

Measures:

- Reduction of dusty environment by targeted planting of suitable vegetation, sprinkling of roads, etc.,
- Motivating businesses to acquire ISO standard certification,
- Supporting central and organic forms of heating sources
- Reducing traffic in the city center
- Organizing educational events and public awareness about the potential of organic and low-energy heating

Priority 2 - Waste Management

Lipník nad Bečvou has its own landfill and composting plants. The town is also committed to a waste separation system that enables residents the option of sorting plastic, glass, paper, tetra packs, and vegetal material. This option reduces the creation of municipal waste. For other waste, e.g. metals, aluminum, old furniture, and hazardous waste, there is a special sorting center. Waste management, particularly carting and sorting, is an important element in the protection and enhancement of environmental quality.

Measures:

- Increasing motivation of citizens in using the waste management system
- Promoting environmental education in schools
- Modernization of the existing sorting center
- Organizing educational events in order to increase the percentage of households connected to the waste separation system
- Supporting the establishment of facilities to operate waste management

Priority 3 - Protection of nature and creation of landscape

The condition of the surrounding nature and landscape is the showcase of the population. Therefore, it is important to protect surface waters, flora, fauna, greenery, and the wealth of forests, in the same way as to avoid creating illegal dumps.

Measures:

- Establishment of bio-centers, bio-corridors and groves
- Revitalization of the existing vegetation
- Promoting environmental education
- Extending the opening hours of the sorting center
- Compile a study for the revitalization of the landscape
- Improving the conditions of the landscape, and combat illegal dumping

13.2.3 Strategic objective; "Tourism development and promotion of the town"

Many houses and small buildings in Lipník nad Bečvou are declared cultural monuments. From a historical point of view, the town walls, which are among the best preserved in Moravia, are significant as well. Yet in Lipník, the tourism potential is suppressed because most cultural monuments are not open to the public. The town should concentrate in the restoration of cultural monuments and making some of them accessible in order to promote the city and support business and tourism.

Priority 1 - The development of cultural traditions

To increase the attractiveness of the town, and to improve general awareness among the public, it is important to publicize its activities and the options it can offer. In order to improve the overall image of the town, it is also crucial for tourist purposes to organize all cultural events in connection with its historical center.

Measures:

- Expansion and modernization of informational and promotional materials
- Production and effective distribution of marketing materials, use of internet and videos
- Cooperation with the regional press
- Offering trips to schools and sport teams, creation of a list of accommodation facilities, catering, activities

Priority 2 - Complementary activities and tourism facilities

In order to maximize the tourist potential of Lipník, it is important to have a well-developed and comprehensive network of bikeways. Cyclists make up a significant portion of the visitors. For that reason, the routes should be fully integrated into the communication system, so cyclists flow into the very center of the town, where the majority of services are located. The aim therefore is to increase the number of visitors, prolong their stay, and make it more agreeable.

- Creating good conditions for investors of restaurants and accommodation
- Gradual completion of the bikeways
- Building new bikeways in connection to the existing system
- Increasing the capacity and quality of parking areas
- Restoring a selected number of cultural and religious monuments

14 CATALOG OF PROJECTS

14.1 Revitalization of Bratrská Street

Strategic objective: "Housing development and quality of civic amenities"

Priority 3 - Support and maintenance of public spaces

Areas: Housing, infrastructure

Contracting authority: the Town of Lipník nad Bečvou

Target group: Residents of Bratrská Street and Na Zelince Street, municipal office visitors

Completion date: 2014

Location: Bratrská Street

Estimated cost: CZK 25 million

Funding sources:

- 70-85% ROP NUTS II - Central Moravia
- 15-30% own resources of the town

Project objectives: Improvement of transport and technical infrastructure, augmenting the aesthetic value of the site, construction of a barrier-free access, reducing costs of annual maintenance

Project description: The project foresees a comprehensive revitalization of a part of the town. It includes the reconstruction of local roads, bus stops, existing sidewalks, and the construction of new sidewalks, driveways, and parking lots. The project also comprises new street lighting and landscaping.

Project contributions: The project mainly solves the issue of unsatisfactory technical condition of the sidewalks and road, poor streetlight and lack of parking spaces. It also includes the construction of a barrier-free access. Its implementation will benefit both the healthy and physically disabled population, increasing aesthetic value and safety.

14.2 Restoration of the Green areas of the Castle Park

Strategic objective: "Protecting and improving the quality of the environment"

Priority 3 - Protection and creation of nature and landscape

Areas: Environment, nature and landscape protection

Contracting authority: the Town of Lipník nad Bečvou

Target group: Citizens, visitors, tourists

Completion date: 2014

Location: Castle Park

Estimated costs: CZK 9 million

Funding sources:

- Max. 75% Operational Program for the Environment
- At least 25% of own resources of the town

Project objectives: Improvement and regeneration of the park in accordance with the Operational Program for the Environment - The project was designed to restore the original function of the park and preserve the historical significance of the place.

Project description: The project provides the planting of more than 1,500 plants, care of existing trees, regeneration, and several acres of new green alleys. In addition, the project will provide, in addition to the aesthetic function, a positive improving of air quality.

Project contributions: The project should increase the attractiveness of the location, not only for the city residents. Together with the castle gardens and the historic importance of the area, it should establish a landmark for tourists and a peaceful place for town residents to enjoy.

14.3 Reconstruction of the Na Zahradní playgrounds and housing estate

Strategic objective: "Housing development and quality of civic amenities"

Priority 2 – Support for leisure time activities as a part of quality of life

Areas: Housing, quality of civic amenities

Contracting authority: the Town of Lipník nad Bečvou

Target group: Residents of the housing estate Na Zahradní, and of Souhradní and Na Bečvě Streets

Completion date: 2015

Location: Housing estate Na Zahradní

Estimated cost: CZK 0.8 million

Sources of funding: Own resources of the town

Project objective: Increase the aesthetic value of the locality; build facilities of good quality for children from the Na Zahradní housing estate, promotion of leisure time activities for young people.

Project description: The project includes the reconstruction of the playground at the Na Zahradní housing estate. The project includes the reconstruction of access roads, construction of benches, equipment for pre-school children (sandpit, swing), and a marked playground for street basketball.

Project contributions: The project solves the issue of unsatisfactory technical condition of the playground and lack of amenities. The implementation of the project will increase the aesthetic value of the whole estate and the promotion of leisure time activities for the contentment of the local residents.

14.4 Reconstruction of the Town Walls – Western Part

Strategic objective: "Tourism development and promotion of the city of Lipník"

Priority 2 - Complementary activities and tourism

Area: Restoring a partial section of selected cultural and religious monuments

Contractive authority: the Town of Lipník nad Bečvou

Target group: Citizens, visitors and tourists

Completion date: 2014

Location: The western part of the town walls – Neffova and Bartoše Vlčka Streets

Estimated costs: CZK 2.5 million

Sources of funding:

- CZK 1 million - from the Czech Ministry of Culture, Regeneration Program of Urban Conservation and Urban Conservation Zones
- CZK 1.5 million - own resources of the town

Project objective: Cleaning of the masonry, new grouting, adding loose stones and blocks, pulling brick linings, adding stones, knocking plaster and cleaning stone masonry underneath

Project description: The project is an effort to complete the reconstruction of the town walls and to exalt them as a landmark of the city. The project includes the removal of self-seeded green, and especially the removal of certain non-sensible adjustments of the past, when some of the stones were replaced by bricks and plaster.

The stone masonry will now be grouted and a statically assured. Doors and grills in poor condition will be replaced.

Project contributions: After the reconstruction of the western part, the revitalization of the town walls will be almost complete. This will increase the attractiveness of the town as a whole. As one of the best-preserved city walls in Moravia, together with the Jewish synagogue, they should form an important and popular attraction for tourists and visitors. The walls will also enhance the attractiveness of the town as a desirable place to live.

CONCLUSION

The aim of this bachelor thesis is to summarize the urbanistic situation of Lipník nad Bečvou, my home town. The theoretical part was used to provide the necessary information concerning public administration and local government. This information is essential to understand the issues of the analytical part.

In the analytical part, the goal is to develop a socio-economic analysis of the town. After an interview with Mayor, Ing. Miloslav Příklad, I exposed and evaluated the resources of the town from the point of view of their strengths and weaknesses, and I described the opportunities and threats that may affect the further development of the town. This information led to the development and setting of a vision. The goals presented demonstrate that the implementation of the objectives as individual projects would certainly result in an increase of the quality of living and the support of the overall development of the town.

Lipník nad Bečvou benefits mainly from its strategic location, a rich history, cultural heritage, and natural surroundings. This makes it a popular destination for tourists and visitors, whose presence benefits the local businesses and the city itself. The town however, is not prepared for an influx of tourists. On the other hand, at present there is low awareness among tourists about the possibilities the town and its immediate surroundings can offer.

The town is not facing a dramatic population decline, which points toward the fact it is a suitable and attractive place to live. In fact, population decline in the town is a long-term phenomenon, directly related to the natural decrease of post-productive population. At the same time, the town has continuously developed areas for the construction of new houses, which enables the potential of further population growth.

Another significant positive factor is the fact that the town lies on a major transportation junction. Roads, highways, and railways provide comfortable access to Přerov, Olomouc, Hranice, and Ostrava. Those cities mutually complement each other in civic amenities, public services, and employment opportunities.

The economy of the town can certainly be evaluated as very healthy. According to the indicators, the town enjoys worthy liquidity and low debts values. The authorities have invested reasonably and the capital expenditures are at a sustainable level leaving no indications of bankruptcy threats.

Since the town regularly updates its strategic plan, I believe this thesis can serve at least as a proposal for a further update or leastways to provide vision and priorities

from the perspective of an active citizen. I am convinced the projects I propose and their consecutive implementation could lead to a higher attractiveness of the town. Meanwhile, until other projects are fulfilled, I believe Lipník nad Bečvou will continue to evolve and become a more pleasant place to live.

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LIST OF ABBREVIATIONS

Coll.	Collection
CZK	Czech Koruna
e.g.	exempli gratia (for example)
EU	European Union
i.e.	id est (that is)
Incl.	Included
No.	Number
SWOT	Strengths, Weaknesses, Opportunities, and Threats
UN	United Nations

APPENDICES

P I Interview with the Mayor of Lipník nad Bečvou, Ing. Miloslav Přikryl

APPENDIX P I: INTERVIEW WITH THE MAYOR OF LIPNÍK NAD BEČVOU, ING. MILOSLAV PŘIKRYL

1. How satisfied are you with the year 2013 from the professional aspect?

Year 2013 was for very successful for the town. In the financial area, the newly established budget determination of taxes increased revenue in the budget of the town of about CZK 7 million, total economy of the town ended with a surplus of CZK 27 million. Moreover, on the 2nd December 2013 after a year of reconstruction was put to use new public cultural center ECHO.

2. What are the town's plans for the development in the coming years?

Year 2014 will be marked by investments in significant improvement of public spaces, mainly Bratrská, Palackého and Losertova Streets. These projects will run under substantial financial support of the European Union. Moreover, the park is going to be revitalized. As for infrastructure, a new roundabout at the post office is going to bring the positive changes in the organization of transport. Thanks to Operational Program Environment the town should get funding to modernize the sorting center, which also serves to surrounding villages. The council also discusses a construction of a new sports hall, for which are the estates prepared already.

3. What are your expectations from these plans and changes?

This will significantly improve the technical condition of infrastructure and improvement of public space, which will improve the quality of housing conditions and life in the town.

4. What specifically do you miss in the town most?

The biggest drawback is relatively high unemployment rate, which is about 12% and the lack of vacancies, which perhaps improve the investment of CTP Invest into the industrial zone.

5. Is the standard of our town comparable with neighboring cities?

It is very good and especially due to good transport connection to the highway and road network, good transport links and the position of the agglomeration of Olomouc and Přerov.

6. Do you look up information about unemployment and employment in the town? From what source? How do you use this information?

We have easily accessible information from the Labor Office. However, the possibility of their use from the perspective of self-government to reduce unemployment is very low.

7. Do you make surveys of the population views or other proper inquiries? What information are you interested in?

The town does not make its own opinion surveys, we have enough information from citizen's queries and web pages, personal contacts and from students' theses that are connected to our town.

8. In your opinion, what information to control the development of the town are the most important?

All those affect the life in the city.

9. Does the town have any information or property management system?

For external communication we use the website, information e-mail channel, SMSs and journal Lipenské Listy intensively. The internal course is provided by many databases affecting finance, budget, property management and zoning ordinance.

10. Do you publish acquired information about the town on its website?

We try to publish all information and data about the town on the web pages with the aim not to overwhelm them unnecessarily.