ENGLISH SUMMARY

Team 2

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Introduction

Brno city center is currently faced with problems such as deterioration of quality of life , the outflow of residents, visitors and shoppers. These problems are caused by such as the creation of new shopping centers or conversion of residential premises in residential public space , culture and transportation. On the one hand we have quite a differentiated spectrum of interrelated problems, which must match the other side of the equation - a comprehensive solution. City Centre Management is a set of tools to help urban centers to combat negative trends and thereby contribute to their revitalization.

CCM was not applied yet in any city of the Czech Republic yet. We are starting from scratch and, therefore, we can be inspired only abroad. This opens up a huge space to creativity and originality for Brno.

The ambition of this project is to design a platform on which the City centre should carry out management, the formulation of the vision for the Centre of Brno and a draft of the measures to lead to a revival of the town centre.

During the processing of this project, we focused on the needs of:

- Key stakeholders Center: business customers, residents, tourists, students, visitors, students, pensioners and families with small children.

- Defined locations: Center City for the purpose of this project is limited by the streets Department, Joštova Street, Moravské square, Koliště, Nádražní. The Castle circuit, which is extended to include street Pekařská. It is based on the area of the urban conservation area.

- Organisations, groups, movements and initiatives that are trying to make the Center a better place.

Draft measures is based on an analysis of the major problems in key areas. We established the analytical part on Desk Research, observation, comparison and its own survey:

- Questionnaires for retailers
- Questionnaires Cycling in Brno
- SWOT analysis of retail Center
- SWOT analysis of the Moravian Square
- SWOT analysis of the transport options Center

CCM Initiative

City Centre Management initiative is a collection of tools to revive the town centre. CCM is the contents of the initiative, which has its own form. This form represents the Manager of the Centre and the Partnership for the Centre of Brno.

Vision for the Brno Centrum

The center of Brno in 2030 will be:

- the place with a booming economy
- a place where people like to spend leisure time
- a popular destination for tourists
- a lively place
- healthy and safe place
- green point
-a playful, fun and cultural
-place a coherent Community
-easily accessible by public transport and car
-a place with a strong image and a great deal of prestige for entrepreneurs and employees

Strategy for the Centre of Brno

<u>The four pillars of the Strategy for the Centre of Brno:</u>

1. **Economic development and Marketing**
   - **Marketing**
   - **Retail**
2. **Quality of life**
   - **The appearance of public areas**
   - **Culture and lemure**
3. **Transport**
   - **Cycling**

The City Centre Manager

The Manager's Role is absolutely crucial for initiative of CCM. Manager of the CCM in your person personifies, and must, therefore, be confident, be flexible and informed about what is happening in the Center. In order to properly carry out its function, it must be a priori defined his competences. The Manager is a member of the Board of Directors of Partnership for the Centre of Brno, is located at the head of the Partnership.

Partnership for the Centre of Brno

The Partnership is ideally balanced mix stakeholders of public-private partnerships and volunteers from the general public in order to bring together all those with an interest in the future of the Centre. The Partnership is essential, so that the representation of a wide range of views on the matter and not just one group with a narrow focus. The Partnership will take the legal form of the civic association. The basic legal document governing the Organization, operation and financing of the Statutes.

Pillar 1 : Economic development and Marketing

Economic development and marketing is considered an essential and most important pillar of the CCM . Retail sale of consumer goods and hospitality is one of the basic amenities of the city (as well as schools, lighting, transportation, hospitals, etc.). Without their existence, people would not appreciate the specifics of which are unique to Brno - historical monuments, the appearance of public spaces, cultural events, etc.

Among the key issues we have identified the lack of retail marketing, maladjustment dealers to customers, the loss of the Center on prestige and importance, the lack of global brands, low support for local products and markets, unsightly retail space, unbalanced assortment mix, lack of quality retail, cultural and leisure events.

For the first pillar is therefore proposed the following measures:

- **Marketing Center of Brno**
- **Union of the retailers**
- **Vacancy management**
- **Grants to improve the appearance of shop windows and inscriptions**
- **Temporary magnets - Night Shopping, events, etc.**
- **BrnoCityCard – Student**

Pillar 2 : Quality of Life

As the whole concept of our work shows to revitalize the city is getting into it as many people as possible. You can not rely solely on retail development. Indeed, that alone is not enough. The development can be achieved by increasing the number of people in the center, but at a certain time and for a short time. The problem is that too many people have no reason to stay at the Centre, even after disposes of necessary purchases.

It is also possible that if we don't take measures in the field of retail trade, it will no longer be competitive in relation to OC Centre. The Centre, therefore, in addition to the purchase options must offer attractive added value that we can find in OC. We see the opportunity in the development of the appearance of the Center and a diverse and high-quality menu of cultural and leisure activities.

As a key retail issues we have identified the lack of high-quality street furniture, the absence of city-forming elements and the lack of green areas.

We propose to implement the following measures:

• Revitalization of the Moravian Square

• Street furniture

•Walkability

• Urban Games

Pillar 3: Transport

Transport infrastructure is one of the basic amenities of the city and was therefore one of the priorities of CCM. Good access to the city is one of the preconditions for the Centre remained alive. The decision whether to visit the center at all depends on how easy is to get to the centre.

While access to the city center by public transport is almost ideal, parking is almost impossible. Because increasing the parking capacity (see bellow) is always associated with extensive and expensive construction work, it is necessary to look for other solutions . The ideal seems to promote alternative modes of transport such as cycling or walking.

We propose the following measures:

• Bus Stops of the Future

• Increase the number of bike racks

• Bike Rental

Conclusion

Our vision on this project was to make a better and more comfortable City Center. For the purpose of this paper we set design the basic structure and content of the City Centre management, which becomes an effective tool for the revitalization of the Centre of Brno. Our proposals represent an effective solution to the current problems that have plagued the Brno Center. Their implementation should ensure the recovery of the Center in the short and long term and help it regain a privileged position within Brno and Moravia.