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"Administrative Capacity
Development"

STRATEGY FOR LOCAL SUSTAINABLE DEVELOPMENT OF THE CITY OF CODLEA 2011-2020

-SUMMARY-



Territorial and Administrative Unit "City of Codlea"

During 15 months the City of Codlea carried out the project called “**Update of strategy for local sustainable development of the locality of Codlea**”. The project was co-financed from the **EUROPEAN SOCIAL FUND** through the *Operational programme for Administrative Capacity Development 2007-2013, project SMIS code 12802*.

By implementing the project, several results were obtained, the most important being the document “**Strategy for local sustainable development of the municipality of Codlea**”, as approved by the Codlea Local Council.

Other results:

- 4 specialty studies (economic, social, technical–economic and environmental studies) which ensured the grounding of municipality’s development strategy;
- SWOT analysis;
- Codlea Town Hall staff trained in the fields of strategic planning, sustainable development and equal opportunities;
- Specific software for strategy management and implementation within the territorial and administrative unit of the municipality of Codlea – results monitoring;
- People informed about the content of strategy – document published on the institution’s website.

Part II

STRATEGY OF DEVELOPMENT

Chapter I. Vision of development

The main approach within the update process of strategy for sustainable development of the City of Codlea was the **intercommunity** one. The city of Codlea is a part of the Brasov Metropolitan Area, alongside the cities of Brasov, Săcele, Râșnov, Predeal, Ghimbav, the localities of Sânpetru, Bod, Hălchiu, Prejmer, Tărlungeni, Cristian, Vulcan, Hărman, Feldioara and Crizbav. The vision of development and strategic directions of action were drawn up based on the symbiotic nature of the intercommunity relationships within the Metropolitan Area, and with neighboring localities as well, and following the analysis of strengths and weaknesses of the city of Codlea.

The vision of development of the city of Codlea was drawn up as a result of the participative process within which were also involved the business environment, civil society and people’s representatives, in the work meetings and focus-groups carried out with the occasion of strategy update for local sustainable development.

Based on the needs determined following the territorial audit and considering the wishes of those inquired, the vision of development of the city of Codlea is:

“The Municipality of Codlea – sustainable and balanced development by supporting a competitive and stable economic environment and ensuring a high life quality level”

Chapter II. Strategic directions of development

II.1. Strategic direction of development no. I

DEVELOPMENT OF TECHNICAL URBAN INFRASTRUCTURE AND ENVIRONMENTAL PROTECTION

This strategic direction of development relates to the infrastructure as a whole, namely:

- Accessibility/mobility infrastructure – (road infrastructure, public transport, road safety, etc.)
- Utilities infrastructure (water supply, sewerage, electricity, gas, telecommunications, sanitation, etc.)
- Social infrastructure (education, culture, social assistance, health, public safety, emergency response, etc.)

The following specific objectives are proposed:

Objective I.1 – To develop and modernize the road infrastructure

Objective I.2 – To integrate the city of Codlea within the metropolitan transport system

Objective I.3 – To expand and modernize the technical urban infrastructure

Objective I.4 – To provide a wide range of quality public services

Objective I.5 – To manage the environment effectively

Objective I.6 – To increase the energy effectiveness and use of renewable resources

II.2. Strategic direction of development no. II

DEVELOPMENT OF A COMPETITIVE AND FLOURISHING ECONOMIC ENVIRONMENT

The achievement of such a desideratum supposes the orientation of local resources and efforts towards the following directions:

- Creating a favorable framework for SMEs and entrepreneurship development
- Promoting business opportunities into the locality
- Protecting and capitalizing the agricultural and natural heritage potential

The objectives proposed for the accomplishment of such a strategic demarche are:

Objective II.1 – To stimulate the business initiatives and entrepreneurship

Objective II.2 – To develop the services sector and the nonagricultural activities within the locality

Objective II.3 – To improve the agricultural sector competitiveness

II.3. Strategic direction of development no. III

DEVELOPMENT OF TOURISM AND LEISURE SECTOR

The measures and initiatives designed to support such direction of action consist in:

- Ensuring the proper visibility of local tourist attractions
- Defining a local cultural agenda based on local customs and events and including it within the tourist offer
- Implementing specific tourist marketing effective measures

- Supporting the development of local accommodation and leisure services sector

These measures and initiatives materialize into the following specific objectives:

Objective III.1 – To develop the tourist, resort and leisure infrastructure

Objective III.2. – To promote the historic and cultural identity of the city of Codlea

Objective III.3. – To diversify and improve the quality of tourist services

II.4. Strategic direction of development no. IV

ACHIEVING A HIGH LIFE QUALITY LEVEL

To reach such objective, the intervention within the following sectors is needed:

- Public services - *mobility, waste management, public safety, emergency response, etc.*
- Social and health services
- Educational process
- Cultural and civil society initiatives

Specific objectives:

Objective IV.1 – To improve the quality of educational process

Objective IV.2 – To facilitate the integration of individuals being in risk situations

Objective IV.3 – To support the programs of continuing professional development

Objective IV.4 – To develop the social and health infrastructure and the locally provided specialized services

Objective IV.5 – To promote varied and attractive cultural agendas

Chapter III. Strategic directions – objectives – measures correlation

Priority procedures

The measures resulted from the operationalisation of strategic directions of action and the specific objectives will be implemented through certain initiatives undertaken by the public administration and by the associations of intercommunity development, private environment (through individual or partnership demarches with positive impact on the local community) or through certain projects implemented by the public institutions of private organizations.

The list of projects determined as a priority within the strategic directions of action, defined within the Strategy for Local Sustainable Development of the Municipality of Codlea.

No.	Project name	Expected financing source	Proposed term
STRATEGIC DIRECTION I - DEVELOPMENT OF TECHNICAL URBAN INFRASTRUCTURE AND ENVIRONMENTAL PROTECTION			
1	Drawing up cadastral documentation – registration of local public and private domains within the Real	Local funds Governmental funds	2012 - 2017

	Estate and Land Register of the city of Codlea		
2	Transportation master plan in Brasov Metropolitan Area	Local funds Governmental funds	2012 - 2014
3	The bypass road of the city of Codlea	Governmental funds	2012 - 2015
4	Access road to industrial area of Venus street, city of Codlea (including a bridge over Vulcănița)	Local funds Governmental funds	2012 - 2013
5	Infrastructural rehabilitation for Historical centre – Maial Area section	Local funds County funds	2012 - 2015
6	Roundabout at the junction of Lungă Street, Munișor Street, and Vulcanului Street	Local funds	2012 - 2013
7	Concession of road repair and maintenance services	Local funds	2014 - 2020
8	Infrastructure expansion in Geamăna area	Local funds	2015 - 2020
9	Urban works in Garoafelor residential area – street arrangements	Local funds	2012 - 2013
10	Access road rehabilitation – Codlea Swimming Pool	Local funds	2014 - 2015
11	Water and wastewater systems extension and rehabilitation in the county of Brasov	Sectoral Operational Programme for Environment	2009 - 2015
12	Sewerage network extension on Cărării Street	Local funds	2012 - 2013
13	Concession of Codlea public lighting service	Local funds Governmental funds	2012 - 2020
14	Execution of public lighting electrical installation in Colorom neighborhood	Local funds	2013 - 2014
15	Rehabilitation of public lighting system and introduction of energy-efficient equipments in the city of Codlea	Local funds	2012 - 2013
16	Electric networks development – maintenance in the city of Codlea	Local funds Governmental funds Private sources (utilities companies)	2012 - 2020
17	Gas networks development – maintenance in the city of Codlea	Local funds Governmental funds Private sources (utilities companies)	2012 - 2020
18	Historical centre rehabilitation in the city of Codlea	Regional Operational Programme	2011 - 2013

19	Rehabilitation of heritage buildings façades	Local funds Governmental funds	2012 - 2015
20	Energy efficiency improvements to block of flats in the city of Codlea	Regional Operational Programme Local funds Governmental funds	2012 - 2014
21	Expansion of green space system in Nord Park, city of Codlea	Environment Fund Administration	2012 - 2014
22	Vulcănița creek regularization on the built-up area of the city of Codlea	Environment Fund Administration Local funds	2013 - 2016
23	Integrated solid waste management system in the county of Brasov	Sectoral Operational Programme for Environment	2012 - 2016
24	Public transport development at the level of Brasov Growth Pole	Regional Operational Programme	2012 - 2014
25	Cycle routes and automated rental systems (Bike Sharing)	Local funds Governmental funds	2012 - 2020
STRATEGIC DIRECTION II - DEVELOPMENT OF A COMPETITIVE AND FLOURISHING ECONOMIC ENVIRONMENT			
26	Office building arrangement for economic activities and services provision, 60 Laterală Street	Local funds	2012 - 2013
27	Codlea Business Centre	Regional Operational Programme	2012 - 2014
28	Construction / rehabilitation of food markets (bulk and retail markets)	Local funds	2013 - 2015
29	Rehabilitation of Măgura Codlea industrial site	Regional Operational Programme Local funds Governmental funds	2014 - 2017
STRATEGIC DIRECTION III – DEVELOPMENT OF TOURISM AND LEISURE SECTOR			
30	Legends of Țara Bârsei. Promotion of Țara Bârsei tourism potential	Regional Operational Programme	2010 - 2012
31	Promotion of cultural tourism heritage of Metropolitan Area	Regional Operational Programme Local funds	2013 - 2015
32	Mărul Dulce tourist information point	Local funds Governmental funds	2013 - 2016
33	Capitalization of Geamăna area – Codlea tourism potential	Regional Operational Programme Local funds	2014 - 2016
34	Construction of sports facilities	Governmental funds	2012 - 2016

35	Construction of a multifunctional sports facility with swimming pool included	Regional Operational Programme Local funds Governmental funds	2012 - 2016
36	Ski slope arrangement – Mărul Dulce	Local funds Governmental funds	2014 - 2016
37	Construction of skating rink	Local funds Governmental funds	2014 - 2016
38	Rehabilitation of Măgura Sports Centre	Local funds Governmental funds	2012 - 2013
39	Arrangement of tennis fields	Local funds Governmental funds	2013 - 2015
40	Mountain-bike routes, sleigh slopes – Metropolitan Area	Private funds Local funds Governmental funds	2013 - 2020
STRATEGIC DIRECTION IV - ACHIEVING A HIGH LIFE QUALITY LEVEL			
41	Mansard for Building C – Codlea Theoretical High School	Regional Operational Programme Local funds Governmental funds	2012-2015
42	Rearrangement of Building A, 112-114 Lungă Street in nursery, students' club and other occupational activities	Local funds	2012-2014
43	High school campus – Simion Mehedinți Technical High School	Regional Operational Programme Local funds Governmental funds	2012-2014
44	Construction of normal schedule kindergarten	Local funds Governmental funds	2013-2016
45	Arrangement of family medicine and dental offices – part of the Codlea Municipal Hospital basement and ground floor	Local funds	2012
46	Completion of the classic heating system by a solar panels system for heat and hot water of consumption at the Codlea Municipal Hospital	Local funds Governmental funds	2012-2014
47	Expansion of SMURD-type services in the Metropolitan Area	Local funds Governmental funds	2013 - 2015
48	Block of social flats	Local funds Governmental funds	2012-2015
49	Block of flats for the young	Local funds Governmental funds	2012-2015

50	Construction of social canteen	Local funds Governmental funds	2013 - 2015
51	Purchase of exterior/interior equipment (sound, lights), Palace of culture of the city of Codlea	Local funds Governmental funds	2012-2015
52	Purchase of folk costumes for an ensemble of 12 individuals – 3 areas, Palace of culture of the city of Codlea	Local funds Governmental funds	2012-2015
53	Purchase of complex equipment for exhibition area, Palace of culture of the city of Codlea	Local funds Governmental funds	2013-2015
54	Purchase of music instruments for folk orchestra (25 pieces) and fanfare (10 pieces), Palace of culture of the city of Codlea	Local funds Governmental funds	2014-2016
55	Purchase of sculpture, modeling, painting workshops equipment, Palace of culture of the city of Codlea	Local funds Governmental funds	2013-2016
56	Purchase and installation of specific equipments to improve the safety and prevent the delinquency within the institutions of education and on the public domain of localities of Codlea, Săcele, Râșnov, Predeal and Ghimbav	Regional Operational Programme	2011 - 2013
57	Video surveillance system – parks	Local funds Governmental funds	2012-2015
58	Creation of the regional centre for life quality monitoring and evaluation	Local funds Governmental funds	2011 - 2015
59	Development of life quality monitoring infrastructure in the Metropolitan Area	Local funds Governmental funds	2011 - 2015
60	Premature school abandon prevention and correction	Sectoral Operational Programme Human Resources Development, LLP	2012-2013
61	Development of integrated orientation and professional counseling programmes to facilitate school-active life transition.	Sectoral Operational Programme Human Resources Development, LLP	2013 - 2015
62	Development of integrated programmes for school abandon prevention	Sectoral Operational Programme Human Resources Development, LLP	2013 - 2015
63	Professional skills development to	Sectoral Operational	2012

	reintegrate the unemployed of Codlea within the active life	Programme Human Resources Development	
64	Counseling, professional development and business support, city of Codlea	Sectoral Operational Programme Human Resources Development	2013-2015
65	Entrepreneurial spirit and business competitiveness development	Sectoral Operational Programme Human Resources Development	2012-2016
66	Professional development and employees adaptability increase	Sectoral Operational Programme Human Resources Development	2013-2015
67	Organizational efficiency increase of Region 7 Centre community police	Operational Programme of Administrative Capacity Development	2011 - 2013
68	Shelter for community dogs of the city of Codlea and other localities of Metropolitan Area	Local funds Governmental funds	2012 - 2013