

Can a small town provide good quality of life?

INCORPORATING A CONCEPT
OF A 15-MINUTE TOWN IN PLESZEW

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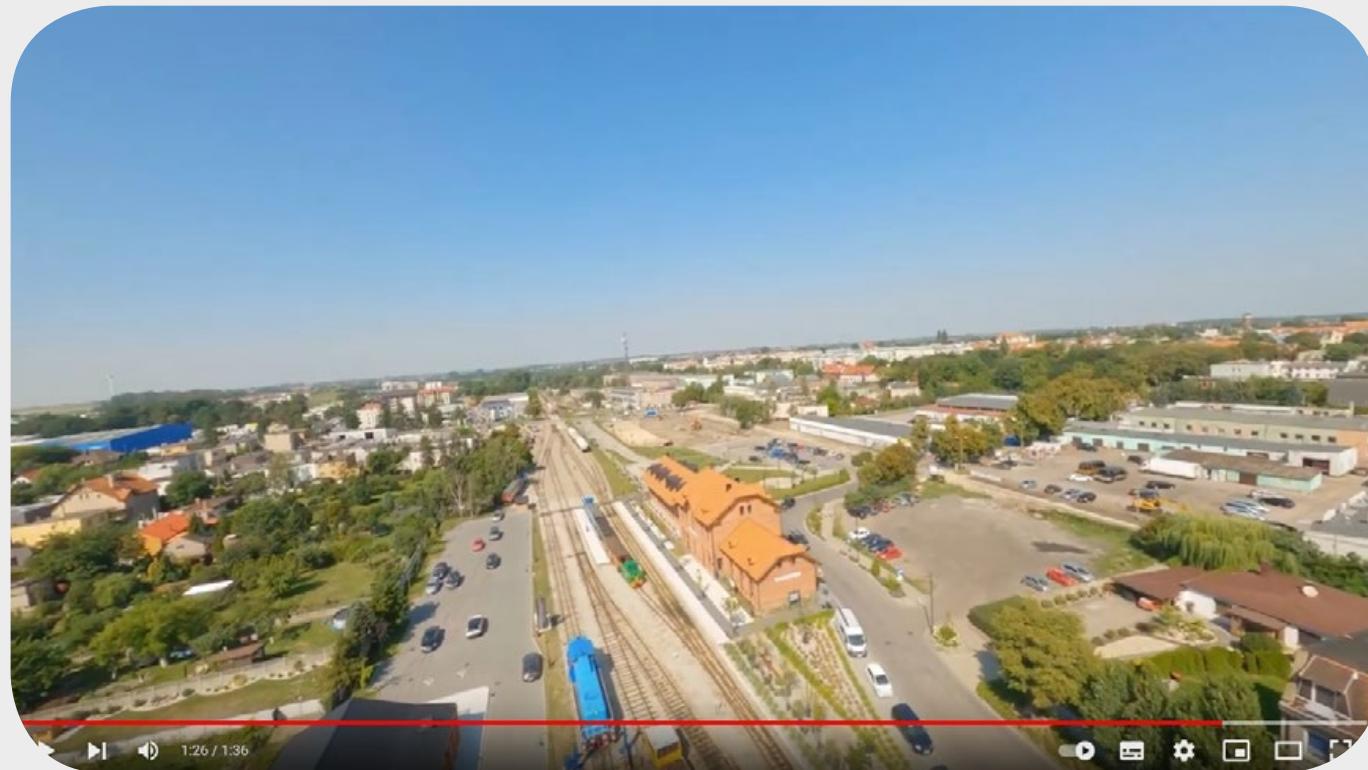




Who are we
and what do we do?



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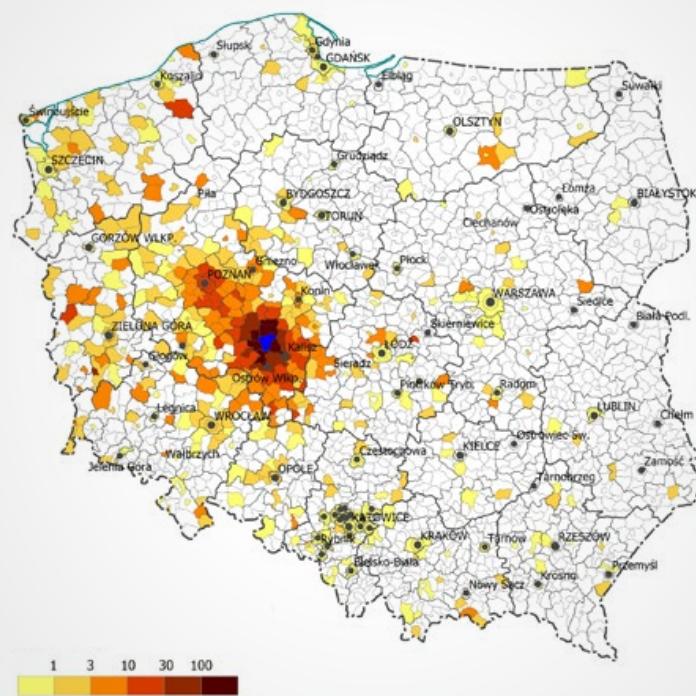


The aim of the urban policy

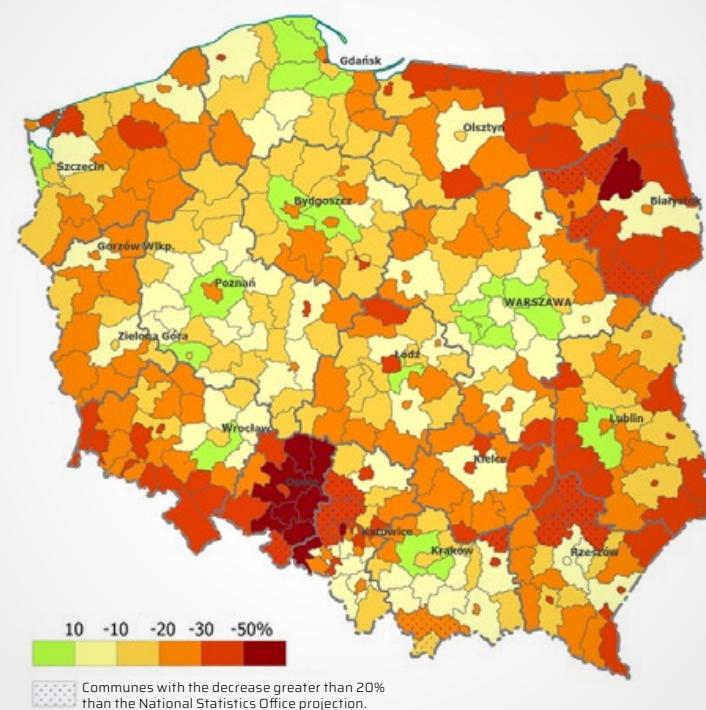
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REDUCTION OF THE DEPOPULATION AND IMPROVING OF THE DEMOGRAPHIC STRUCTURE

Directions of the registered outflow from the commune
of Pleszew between 1989 and 2015



Outflow from Pleszew per 10,000 of the target
commune (1989-2015)



Urban policy tools in Pleszew

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- Making decisions based on the residents' needs and verified by expert and scientific opinions and research.
- Study trips to Germany, Netherlands, Finland and France.
- Rational usage of the resources: real estate, green areas, human resources.
- Not striving to compete with large cities (investments in infrastructure, sport and entertainment projects).
- Giving up on the traditional means of town promotion in favor of conferences and seminars to showcase the town; co-operation with academic institutions (Poznań Institute of Technology, Institute of Rural and Agricultural Development of Polish Academy of Sciences, Sorbonne University, Paris).
- Exchange of good practices - visits from representatives of other towns.

Development directions for Pleszew - assessment

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- Śleszyński P., Shaping of the functional connections of Pleszew and its surrounding against the regional social and economic processes, Warsaw 2019, pp. 58. [Śleszyński P., Kształtowanie powiązań funkcjonalnych Pleszowa i jego otoczenia na tle procesów społeczno-gospodarczych w regionie, Warszawa 2019, ss. 58.]
- Śleszyński P., Analysis and projection of the demographic processes in the commune of Pleszew, Warsaw - Pleszew 2018, pp. 35. [Śleszyński P., Analiza i prognoza procesów demograficznych w Gminie Pleszew, Warszawa - Pleszew 2018, ss. 35.]
- Śleszyński P., Analysis and a variant prognosis of the demographic processes in the commune of Pleszew, Warsaw 2021, pp. 60. [Śleszyński P., Analiza i wariantowa prognoza procesów demograficznych w gminie Pleszew, Warszawa 2021, ss. 60]
- Factors that impact the decision on moving to the town and commune of Pleszew (quantitative study), Poznań 2018, pp. 54. [Czynniki wpływające na decyzje o zamieszkaniu w mieście/gminie Pleszew (badania ilościowe), Poznań 2018, ss. 54.]

- Main directions of the development of the town and commune of Pleszew - Quality of life in the eyes of the residents (quantitative study), Pleszew 2019, pp. 30 [Główne kierunki rozwoju miasta i gminy Pleszew - jakość życia w opinii mieszkańców (badania ilościowe), Pleszew 2019, ss. 30]
- Quality of life in the town and commune of Pleszew in the eyes of the residents (quantitative study), Pleszew 2021, pp. 83 [Opinie mieszkańców miasta i gminy Pleszew o jakości życia (badania ilościowe), Pleszew 2021, ss. 83]
- Charting the needs of the disabled, the youngest residents of Pleszew and the senior citizens as regards the smart solution, Pleszew 2021, pp. 52 [Mapowanie potrzeb osób niepełnosprawnych, najmłodszych mieszkańców i seniorów w zakresie rozwiązań smart, Pleszew 2021, ss. 52]
- Showcasing the development concept during seminars and conferences (Adam Mickiewicz University, Polish Academy of Sciences, Cracow University of Economics). [Prezentowanie koncepcji rozwoju podczas seminariów/konferencji (UAM, PAN, Uniwersytet Ekonomiczny w Krakowie)].

Selected conditions for the development

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INTERNAL

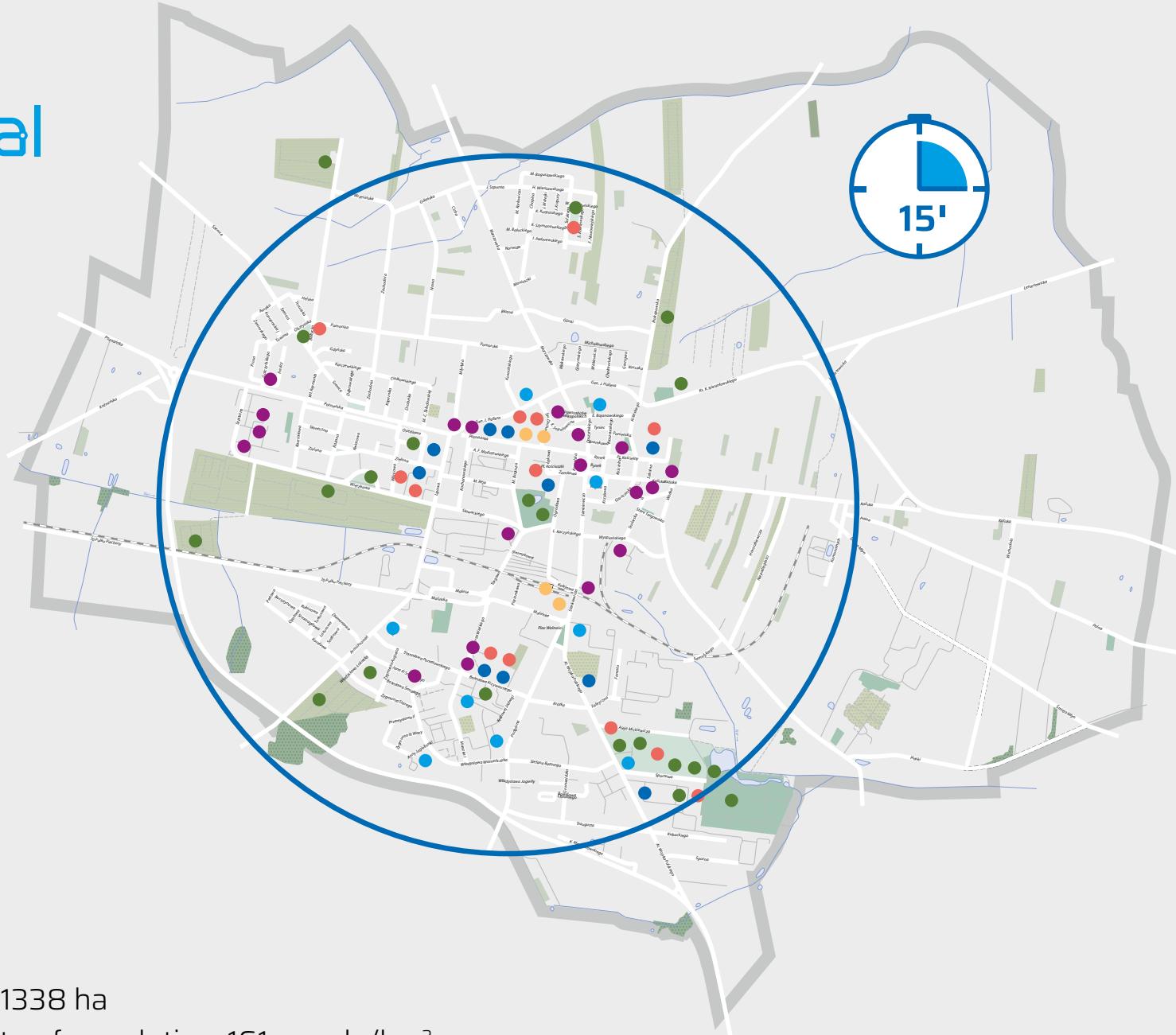
- The urban layout of the city with excellent public services - a 15-minute town.
- A non-administrative impact of Pleszew on the neighboring communes (elementary and high schools, kindergartens, sporting and entertainment facilities and events, a hospital, a music school, commerce, real estate construction, NGOs)
- Business and job market (FAMOT Pleszew, start-ups); the ratio of people commuting to work in Pleszew vs commuting to other cities from Pleszew: 2,519:1,242 (1277 surplus).
- Real estate ownership of a significant number of residents (including those whose children or grandchildren moved out of the town).
- Natural environment (e.g. forests) in the commune of Pleszew.

EXTERNAL

- Improvement of the railway communication from Pleszew to Poznań (the journey takes around 55 minutes with 28 passenger trains stopping by daily).
- Increasing costs of living in big cities; no prospect of owning a flat or a house; high rental rates)⁽¹⁾.
- Changes on the job market (remote or hybrid work is becoming more and more popular; Generation Z's views on the employment).
- Hyperlocality and other long-term trends.
- A new highway (called „S-11”) is planned to be constructed (a journey to Poznań would only take 45 minutes).

[1] Quarterly Journal of Housing. A report on the situation on the housing market in the Q4 of the 2022, Polityka ISIGHT, Oto Dom, Warsaw 2023, p. 26. [Kwartalnik Mieszkaniowy. Raport o sytuacji na rynku mieszkań w IV kwartale 2022 roku, Polityka ISIGHT, Oto Dom, Warszawa 2023, s. 26.]

Urban and functional plan



Selected areas of quality of life

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Balanced
urban mobility



Public housing construction



Education



Leisure time



Health care

EXPERT OPINIONS AND RESEARCH

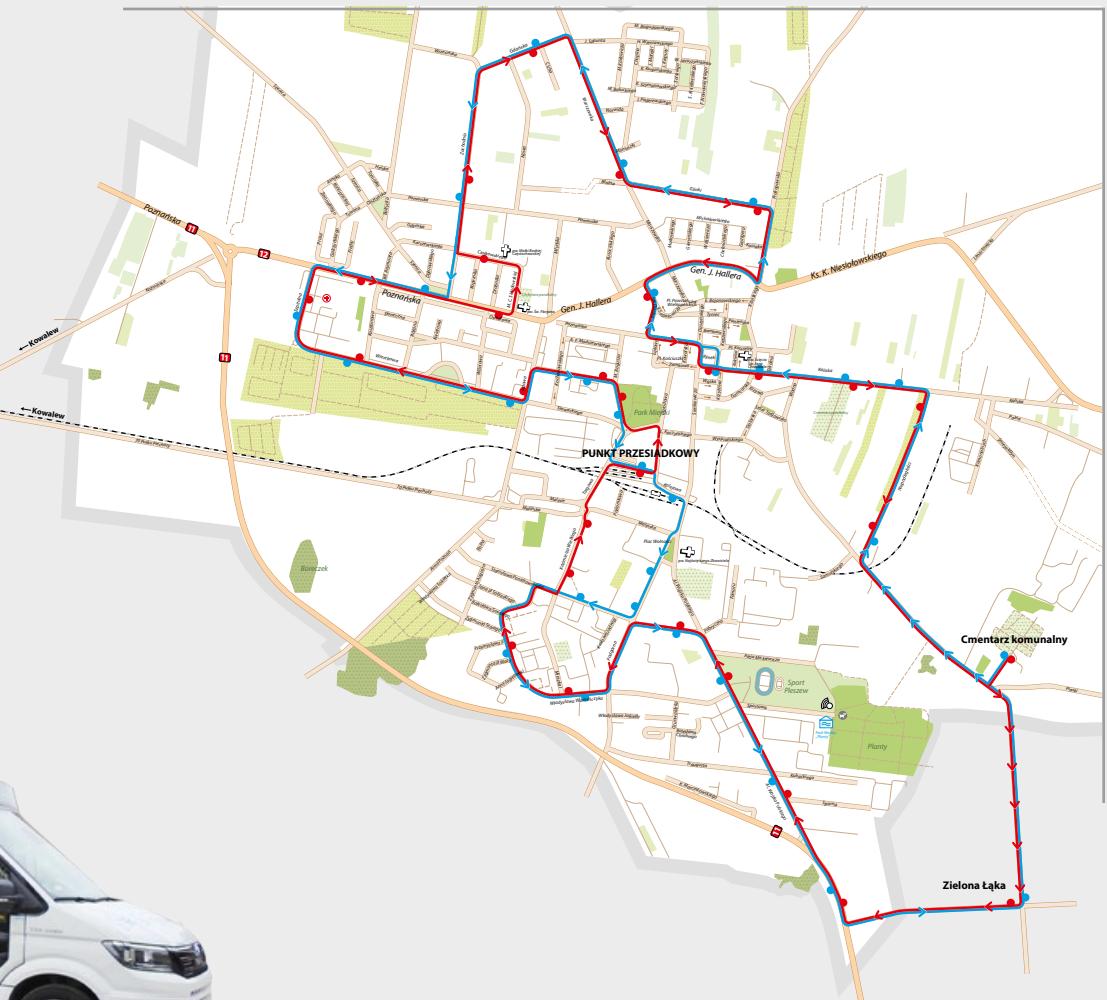
- The study of transporting in Pleszew with details on the town center solutions (two concepts of the town center transformation), TransEko, Warsaw - Pleszew 2021-2022, pp. 261, 200, 162. [Studium transportowe miasta Pleszowa ze szczególnym uwzględnieniem strefy śródmiejskiej (wraz z dwoma koncepcjami transformacji centrum miasta), TransEko, Warszawa - Pleszew 2021-2022, ss. 261, 200, 162]
- The concept of the running the public transportation in the commune and town of Pleszew, Pleszew, 2018, p. 83. [Koncepcja obsługi Miasta i Gminy Pleszew publicznym transportem zbiorowym, Pleszew, 2018, ss. 83]
- The concept of the public transportation and the transportation hub in the commune and town of Pleszew, Pleszew 2020, p. 114. [Koncepcja transportu zbiorowego i centrum przesiadkowego dla miasta i gminy Pleszew 2020, ss. 114]
- The development strategy of the electric vehicle charging network in the commune and town of Pleszew in 2020-2036, p. 80. [Strategia rozwoju elektromobilności Miasta i Gminy Pleszew na lata 2020-2036, ss. 80]
- The concept of the cycle tracks around Pleszew, Pleszew 2019, p. 99. [Koncepcja systemu ścieżek rowerowych na terenie miasta Pleszowa, Pleszew 2019, ss. 99].

Public transportation

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TWO BUS ROUTES: PL1 AND PL2

- In 2022 there were over 75,000 passenger journeys.
- Frequency of departures/arrivals: 25 minutes.
- More bus routes around the commune of Pleszew to come.



Park & Ride and cycle tracks

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- Three Park & Ride facilities near the train station and the transportation hub (they are located close to the cultural facilities and the street market, which is around 400 meters from the Town Square).
- Development of cycle tracks and lanes.



Public housing

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135 APARTMENTS

(with additional 50 apartments belonging
to a private investor on the plots sold
to them by the town council)

HOUSING TYPES

- to let
- to let with eventual purchase plan
- social housing
- terraced houses
- selling plots for apartment construction



Education

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- classes no longer than until 3:20 PM (with common rooms open until 4:15 PM)
- foreign language classroom, IT labs, course-specific labs, chill-out zones at schools
- kindergartens with life experience equipment
- free swimming classes for years 4 and 7
- availability of kindergartens
- private-run nurseries (the town council partially funds them by donating 400 zlotys per child)
- the music school of the first stage, the special needs school



Leisure time

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- cultural institutions which organize nearly 400 events per year
- over 20 hobby clubs
- over 3,000 registered readers in the public library
- the movie theater with the cafe
- public and private sports and leisure facilities
- the water park with over 120,000 visitors per year
- sports clubs and teams
- social activity project (senior citizens, Country Housewives' Associations, U3A, charities)



Health care

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- Pleszew Medical Center, Inc. [Pleszewske Centrum Medyczne] - Wholly owned by Pleszew District
- Over 700 employees
- Over 60% of patients come from outside of Pleszew District
- One of the best hospitals in the Greater Poland province and across the country
- Health education and growing network of Automated External Defibrillators



Pleszew Compact Lab

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Multi-purpose Center of Development will be a tool for incubation and development of entrepreneurship. Along with businesses, and scientific and non-governmental organizations, it will also provide a spark for local innovations.

- Creating a new platform for social and economic dialog regarding revitalization.
- Strengthening of the social and economic functions of the town.
- Changing the function of the scope of revitalization.



External financing (2019-2022)

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- European Union (European Regional Development Fund, Cohesion Fund, European Social Fund, European Agricultural Fund for Rural Development),
- Bus Transportation Development Fund,
- Strategic Investments Project,
- Polish Development Bank,
- Subsidy Fund
- tenants and landlords' fees
- state-financed programs which are part of National Fund for Environmental Protection and Water Management
- miscellaneous.

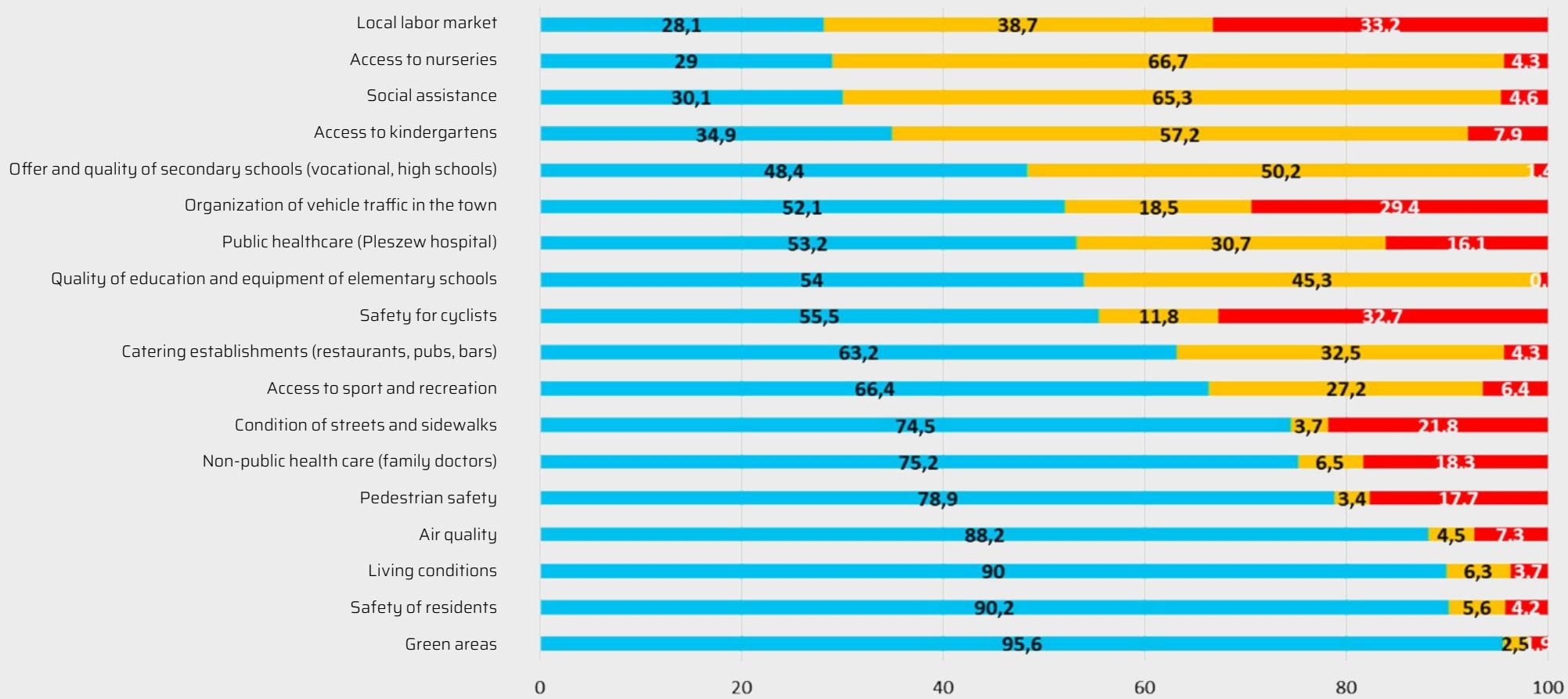
The subsidy: 80.6 million zlotys

The value of the projects: 130.1 million zlotys

Quality of life assessment by the residents of Pleszew

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Hierarchy of quality of life components in 2022 (as percentages)



positive

hard to say

negative

www.miasto15.pl

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A website which is available since 2021.

The screenshot shows the homepage of the website <https://miasto15.pl>. The page features a navigation bar at the top with links for 'Start', 'Miasto 15', 'Uslugi miejskie', 'Aktualności', and 'Kontakt'. Below the navigation is a large central graphic with a blue background. In the center of the graphic is a white circle containing the number '15'. Surrounding the circle are various icons representing community life: people walking, cycling, and using public transport like buses. The graphic is divided into several sections with text overlays: 'Łatwo dostępne żłobki i przedszkola' (top left), 'Przyjazne szkoły, także artystyczne' (bottom left), 'Atrakcyjny rynek mieszkaniowy' (bottom left), 'Nowoczesne obiekty sportowe i miejsca rekreacji' (top right), 'Zróżnicowana oferta kulturalna' (bottom right), and 'Wysoki poziom opieki zdrowotnej' (bottom right). The overall design is clean and modern, using a color palette of blues, whites, and greys.

The beginning of the promotional campaign

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Koleje Wielkopolskie. „Kompaktowy Pleszew - pierwsze w Polsce Miasto15”.

Kampania reklamowa na monitorach umieszczonych w wagonach wszystkich składów – ponad 300 ekranów, 60 pociągów poruszających się na terenie Wielkopolski oraz w ramach linii łączącej Poznań z Łodzią (dworzec Łódź Fabryczna).

Czas trwania: listopad – grudzień 2021



Widok na ekran reklamowy w wagonie pociągu.



Tablica reklamowa kampanii.

The Greater Poland Railway. "Compact Pleszew - the first 15-minute town in Poland."

Advertising in train carriages. Over 300 screens in 60 trains on routes in Greater Poland and in the direction of Łódź.

November - December 2021.

A view inside a carriage. The advertisement.

Drogi krajowe. „Kompaktowy Pleszew - pierwsze w Polsce Miasto15”.

Kampania reklamowa na bilbordach umieszczonych przy drodze krajowej nr 11 i drodze krajowej nr 12.

Czas trwania: listopad 2021 – styczeń 2022



Widok na baner reklamowy kampanii.



Tablica reklamowa kampanii.

National roads. „Compact Pleszew - the first 15-minute town in Poland.”

Billboard advertising along the national roads #11 and #12

November 2021 - January 2022.

An image of a billboard. The advertisement.

Feedback

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Pleszew becomes Poland's first '15-minute city'

"I must have been inspired" Joseph Conrad

Mr Arkadiusz Ptak, PhD Mayor of Pleszew, Polish Academy of Sciences: "My team and I are inspired by Pr @CarlosMorenoFr's (and his 15-Minute City) concept, and for 3 years, we have been implementing its assumptions in our small town"

[VIDEO: Na](#)

VIDEO: Na footage shot in Pleszew. Czesc as he after 27 metre p before suc the job on

Extraordinary moment pilot la one of tallest i

9:43 AM · 27 paź 2022

4 Tweety podane dalej 1 Cytuj 8 Polubień

Tweet

Chaire ETI Paris Sorbonne - IAE
@Chaire_eti

Mr Arkadiusz Ptak, PhD Mayor of Pleszew, Polish Academy of Sciences: "My team and I are inspired by Pr @CarlosMorenoFr's (and his 15-Minute City) concept, and for 3 years, we have been implementing its assumptions in our small town"

[youtube.com](#)

youtube.com
Pleszew - Compact City

9:43 AM · 27 paź 2022

4 Tweety podane dalej 1 Cytuj 8 Polubień

wyborcza.pl KALISZ

Pojechałam do pierwszego w Polsce miasta 15-minutowego. Dawno nie spotkałam tylu zadowolonych ludzi

JAK MIESZKAJĘ W POLSCE 03.10.2022, 08:00

„I've been to the first 15-minute town in Poland. It's been a long time since I met so many happy people.”

Światowe Forum Miejskie WUF11

Światowe Forum Miejskie WUF11 > Aktualności > Samorządy dobrze planujące – Pleszew

◀ Powrót

Samorządy dobrze planujące – Pleszew

Carlos Moreno
25 paź 2022 ·

It is always a pleasure to give a lecture, answer the Q&A, discuss with the audience and as a surprise to receive from a mayor his programme which has adapted the 15-Minute city.
This is Pleszew 15'City and its Mayor A. Park, PhD, Professor of the Polish Academy of Sciences

ZEBRANIE OGÓLNOWYDZIAŁOWE

Czy kompaktowe miasto może być szansą na przezwyciężenie periferyjności? Studium przypadku Pleszewa

12 MARCA - 10:00-11:30 (MS TEAMS)
PRELEGENT:
PROF. IRWIR PAN DR HAB.
ARKADIUSZ PTAK
Burmistrz Miasta
i Gminy Pleszew

WYDZIAŁ GEOGRAFII SPOŁECZNO-EKONOMICZNEJ I GOSPODARKI PRZESTRZENNEJ*

World Urban Forum. WUF11.

Well-planning by local governments - Pleszew

A meeting at the Faculty of Human Geography and Planning, Adam Mickiewicz University, Poznań
Making a compact town as a chance to overcome peripherality.

Burmistrz Pleszewa: Rower to transport i rekreacja

Budując spójną strategię rozwoju 15-minutowego miasta, uświadamiając mieszkańcom jego zalety i zachęcając do zamieszkania tu, sięgnieliśmy do koncepcji miasta kompaktowego – mówi Arkadiusz Ptak, burmistrz Pleszewa.

Publikacja: 16.10.2022 19:46



Mayor of Pleszew: A bike is a means of transportation and recreation.



Czy niewielkie miasto może wyznaczać krajowe trendy? [PODCAST]

W najnowszym Międzynarodowym Jakub Kucharczuk rozmawia z burmistrzem Pleszewa o tym, jak małe miasto może być atrakcyjne dla mieszkańców 20 lipca 2022 1 min

Can a small town set national trends?

A screenshot of the website 'krytyka polityczna'. The main headline reads 'Przyszłość rodzi się w małych miastach' (The future is born in small towns). Below the headline is a photo of a street with historic buildings. The author's name is Michał Sutowski, and the text indicates it's from 'KRAJ, WEEKEND'.

The future comes from small towns.

A screenshot of the website 'SERWIS SAMORZĄDOWY PAP'. It features a basketball game in progress. On the right side, there is a sidebar with the heading 'Do ju mamy czekamy na zgłoszenia!' and a section titled 'Najpopularniejsze' with three numbered items. The top item discusses the 15-minute city concept.

For some time now, Pleszew has been advertising its new vision of a 15-minute town, where everything is at your fingertips.

A screenshot of the website 'SERWIS SAMORZĄDOWY PAP'. The main headline reads 'Burmistrz Pleszewa: wdrażamy koncepcję miasta 15-minutowego'. Below the headline is a photo of Arkadiusz Ptak. The sidebar includes a section 'Najpopularniejsze' with two items related to the 15-minute city concept.

Mayor of Pleszew: We are implementing the concept of a 15-minute town.

A screenshot of the website 'TYGODNIK POWSZECHNY'. The main headline reads 'Czym nas kuszą małe miasta'. Below the headline is a photo of a man. The sidebar includes a section 'Najpopularniejsze' with two items related to the 15-minute city concept.

What do small town woo us with?

A screenshot of the website 'POMORSKASAMORZĄDOWY.PL'. The main headline reads 'Miasto kompaktowe. Sposób na depopulację i pogłębiającą się periferyjność'. Below the headline is a photo of a bus driving through a town square. The sidebar includes a section 'Najpopularniejsze' with three items related to the 15-minute city concept.

A compact town. A way out of the depopulation and increasing peripherality.

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Awards for Pleszew and ratings

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LOCAL GOVERNMENTS RANKING RZECZPOSPOLITA NEWSPAPER



Category of urban communes and urban-rural communes.

2nd place in the Greater Poland
21st place in the country

WSPÓLNOTA MAGAZINE



Investments ranking
Category of district towns
3rd place in the Greater Poland
31st place in the country

POLISH PRESS AGENCY



„A commune to live in” ranking
Category of district towns
1st place in the Southern Greater Poland
8th place in the Greater Poland
25st place in the country
(out of over 230 cities and towns)



7th European Congress of Local Governments

Financial ranking
20th place in the Greater Poland
100th place in the country
(out of 642 town-rural communes)



European Prize for Urban
Public Space
Nominated for the
„Train to Culture” project



Society of Polish Town Planners

The Best Planned Public Space Award
for the „Train to Culture” project

DRIVING URBAN TRANSITIONS (DUT)

Pleszew was noticed by the creator of the 15-minute town idea, Mr. Carlos Moreno, a Sorbonne University professor. The town representatives were invited to take part in the Driving Urban Transitions program which deals with models of a 15-minute town and the policies that introduce balanced mobility and housing therein.



Features of a small town

- An analysis after 4 years

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- Local government takes over ventures which pose high financial risk.
- Local government takes over tasks belonging to other public entities (a parking lot by the railway station, subsidizing purchases of vehicles for the Volunteer Fire Department and the Police, co-financing construction or renovation of the state government buildings)
- Keeping the urban space open and public (railway station, green areas)
- Overcoming the feeling of hopelessness of living in a small town: cross-country awards and accolades; local information campaign.

Pleszew – Compact City

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