

Local Action Plan for Vadstena



**County Administrative Board
of Östergötland and
Vadstena Municipality, Sweden**

By Magnus Reuter Dahl, Eva Nyström Tagesson, Mattias Schönbeck, Sigrid Jansson, Eva Dahlström Rittsél, Martin Rundkvist



**LÄNSSTYRELSEN
ÖSTERGÖTLAND**



**European Union
European Regional
Development Fund**



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Table of Contents

Introduction

Questionnaire Survey

Strengths, Weaknesses, Opportunities, Threats

Strategic Vision

Stakeholders

Policy documents

- Comprehensive Plan for Vadstena Municipality

- Regional Development Programme

- Cultural Environment Rules

- Cultural Heritage Plan

- Urban Design Program

- Traffic Plan

Exchange of experience and lessons learned

Proposed Measures

- Improved services for tourists and visitors

 - Coordination of regional and local statistics

 - The Cultural Trail

 - Tourist information and service facilities

- Traffic structures

 - Logistics plan for heavy goods

 - Reconstruction of the Old Thoroughfare

 - Town lighting

Goals

- Coordination of policies

- Coordinating actions

Phase 2, 2019: Activities for Implementation and Monitoring

Risk Assessment

Sources

Introduction

In terms of culture and heritage, Vadstena is one of Sweden's richest towns. With impressive architecture and cultural heritage characterizing the very town centre, there is much here to experience and be amazed by. The precinct in which we concentrate our activities is highly identified by its heritage as the Medieval town of Vadstena. Most of the town centre is a target for the County Administrative Board's work in the SHARE project, and to this is added some of its "garden city" neighbourhood.

The municipality's work on infrastructure and housing construction incorporates a keen appreciation of Vadstena's cultural heritage and the opportunities and obstacles that it represents. There is a great need to give culture and cultural creativity room, although conditions vary between locations and social groups. It is a regional task to create infrastructure that allows culture to exist as a resource in the local life.



Historic Vadstena has two poles: S is the castle and K is the convent. Between them at 21 is the Medieval square (Courthouse square) and town hall. 18 is historic Main Street. The dashed red line represents a new Culture Route, designed to help visitors appreciate Vadstena's heritage in its entirety.

Questionnaire Survey

A case study conducted in 2017 highlights that Vadstena is strongly identified with its cultural heritage. Three groups were surveyed separately in late August and September: visitors, business owners and townspeople. The general education level in Vadstena municipality including the countryside is lower than the Swedish average. But the locals that spoke to the survey staff in the town centre was an aged, well-educated group. The absence of bars and night clubs suggests that the typical visitor favours quiet pastimes.

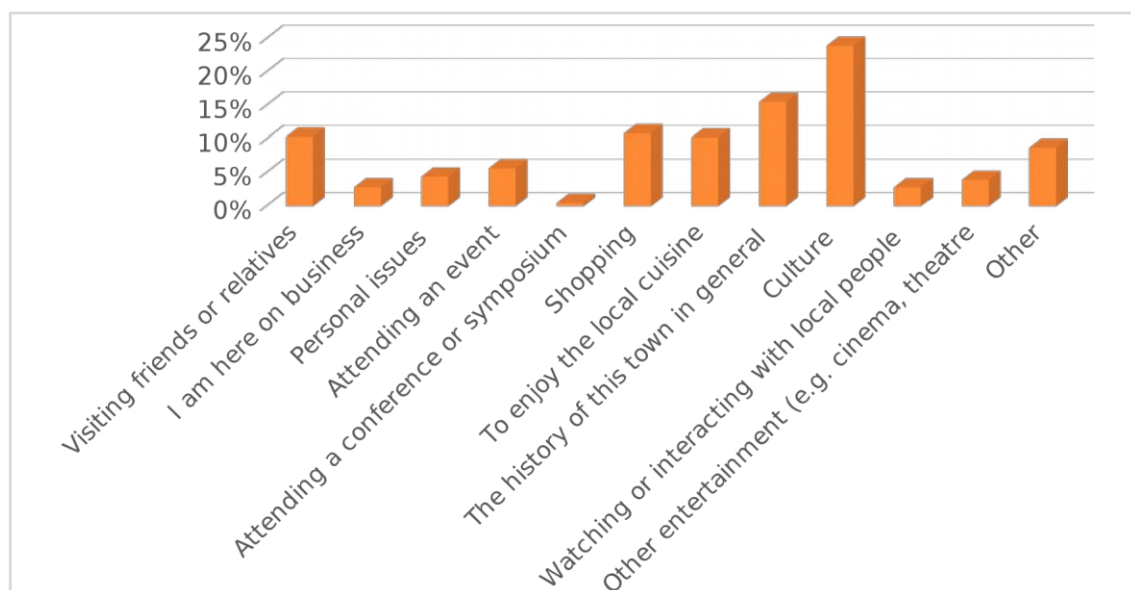
Most visitors in late summer and early autumn are (again) aged, well-educated day-trippers from the surrounding region who come to see the town's historical sights, have a nice meal and do some shopping.

As for *awareness of heritage*, the survey responses indicate encouragingly that cultural heritage is already one of the main reasons that anyone visits Vadstena. Bringing this awareness to new groups is a question of intelligently directed advertising and thus clearly a task for the county and municipal tourism authorities.

Regarding *local recognition of heritage*, the people in charge seem fully aware of Vadstena's heritage. The town's elected officials and civil servants do not appear to need further education on this point.

As for *finding a consistent and sustainable way to deal with and use the town's heritage*, it is not clear that the survey results offer any relevant guidance. There is basically a choice between a) accepting that mostly old educated Swedes visit the town and designing outreach materials accordingly, and b) trying to capture the attention of new visitor categories and meet them half-way with specially designed offerings.

A keyword analysis of public documents seeking to describe current official attitudes to Vadstena's heritage proved inconclusive due to insufficient and partly irrelevant data.



Visitors: what were the main reasons that you came here?

Strengths, Weaknesses, Opportunities, Threats

Research by a S.W.O.T. group and a focus group as well as the questionnaire survey mentioned has identified the following strengths and weaknesses.

Strengths

- Culture and history; 19 museums
- Climate and geography
- Ranked region's 3rd best town to live in, Sweden's 3rd best town for elementary school education
- Voted Sweden's 5th most beautiful town
- Newly formed tourism and business corporation



Main Street / Storgatan after the recent re-paving. Photo: County Administrative Board.

Weaknesses

- Lack of compiled statistics on visitor numbers
- Elderly community, declining demography
- Seasonal destination: summer town
- Not much visitor accommodation: few hotels, hostels, camping

Opportunities

- Cultural heritage is as always a finite resource – but must not be seen as an obstacle
- Strong desire on the part of the townspeople to preserve and develop, not change and develop
- Ongoing efforts to improve accessibility
- Ongoing efforts to reduce heavy goods traffic in town centre
- Progress is being made on extending the town's tourist season all year round

Threats

- Development for tourism in an old town centre always poses a threat to the physical heritage.
- There is always a risk that some local decision makers may be more motivated by other municipal interests such as housing, business or increased tourism revenue than by heritage protection concerns.
- Private funding for building renovations is easier to get for more commercial uses.

In Vadstena's case, the strengths and opportunities seem to carry much greater weight than the weaknesses and opportunities. The townsfolk probably, and their elected officials and civil servants certainly, are overall highly educated and strongly aware of their cultural heritage. Seen in the context of the SHARE project, Vadstena is not a town where key decision makers need to be educated much or must have their eyes opened for them to the possibilities of heritage. On a case-to-case basis, of course, practices may vary.

Strategic Vision

The general aim of the SHARE project in Vadstena is to increase awareness of cultural heritage in the community – among politicians and officials as well as visitors and townspeople. A further aim is to find a consistent and sustainable way to deal with and use the town's cultural heritage and recognize it as a factor that makes Vadstena an attractive town to visit and live in. Cultural heritage should be regarded as an important resource and be included as such in the town's policy documents.

While this action plan puts strong emphasis on identifying the preferences of the consumers of the cultural heritage, it also aims to broaden and improve the accessibility to less well-known cultural heritage, such as the history of ordinary or poor people and the town asylum. In other words, we aim to emphasize what makes Vadstena such a culturally remarkable town from more angles than regarding the convent and the castle: such as the many small museums and less well-known heritage objects.

On the regional level, a recognized task is to create infrastructure that allows culture to exist as a resource in local life. The regional council of Östergötland (Region Östergötland) is working on a regional development strategy (*Regional utvecklingsstrategi* – RUS) that aims at sustainable growth and development in the region until 2040. Previously this document was called the regional development programme (RUP). It is important to make sure that heritage and tourism issues are integrated into this strategy in a way that helps the municipalities of Östergötland to deal with these issues. The RUS strategy is developed in consultation with the municipalities, the County Administrative Board, Linköping University, trade and industry as well as other organisations in the region. Work began in 2018 and the intention is for the regional board to adopt the strategy in 2020.

One of the SHARE project's main objectives is to integrate cultural heritage and tourism into the RUS strategy in order to aid sustainable development. There are also main objectives on the local level, to influence future policy documents and help make them consistent with each other. This document is thus not intended to replace existing policies, but to help them correspond in practice.



Vadstena seen from Lake Vättern. Abbey church spire left, former town church tower right. Photo: County Administrative Board.

Stakeholders

In the local stakeholder group the following representatives have taken part in discussions.

- Elected representatives on the municipal council
- Civil servants of the municipality
- Regional board of Östergötland (Region Östergötland)
- Vadstena pilgrim centre
- Green Pilgrimage Östergötland
- Visit Östergötland (responsible for tourism development)
- Local tourism enterprises
- The National Property Board
- The National Archives, Vadstena

The municipality is the main stakeholder. The civil servants involved work with urban planning, culture and tourism. They have taken part at every step of the SHARE project and participated in several activities.

In addition to being a stakeholder, Regional board of Östergötland is an important target audience for the project. Its regional development strategy offers a way to influence the development of cultural heritage and tourism issues in the region.

All stakeholders are invited to be involved in SHARE's implementation, phase 2.

Policy documents

A selection of directives within already implemented policy documents (as well as some not yet established ones) pave the way for realising the SHARE project's strategic vision. We expect the SHARE strategy to be implemented by means of the following policy documents.

Comprehensive Plan for Vadstena Municipality

Each municipality in Sweden must keep an up-to-date, long term strategic plan on how to develop its physical environment: a comprehensive plan (Översiktsplan). It is a target document and should reflect political views on how land and water areas are to be used, and how the built environment should be used, developed and preserved in subsequent planning processes and building permissions.

Concerning cultural heritage, the comprehensive plan should present protected areas and objects and describe how the municipality intends to use and protect environments of cultural heritage interest.

Vadstena's current comprehensive plan was adopted in 2013. It repeatedly highlights cultural heritage and its significance for the town in terms of the townspeople, tourism and businesses. For instance, the plan notes c. 150 job opportunities in connection to tourism. A foundational statement is that the town has values that are important to preserve but that they are also a base for future development of housing and businesses. Developers must pay attention to the historical environment and the town's growth rings. The skyline, views of the town, its entry points and how tourists meet Vadstena are described as important.

Regional Development Strategy/Regional Development Programme

The Regional Development Programme 2030 (*Regionalt utvecklingsprogram 2030 – RUP*) was presented by Region of Östergötland in 2013. This organisation is mainly responsible for healthcare and public transport, economic development in the region, culture and issues of environment and climate.

The RUP provides guidance for municipalities, government authorities, businesses and civic society. Its focus is not on cultural heritage or tourism, but it aims to create good living conditions, support trade and industry and make society more sustainable.

Considering culture, the RUP notes that there is a great potential to develop cultural heritage sites to attract tourism. Culture, cultural heritage and nature can be the focus when the region promotes itself to potential settlers and tourists. This is presented as one out of eight strategies for developing the county. Furthermore, the RUP recommends that the region should use its cultural heritage and built environment in its branding strategy. The tourist organization Visit Vadstena will be strengthened.

The RUP has a county-wide approach and suggests no specific goals for Vadstena. Overall the strategies and recommendations are open-ended and intended to inspire further work.

The RUP is currently being transformed into a Regional Development strategy, RUS, (*Regional utvecklingsstrategi*). As the programme has changed into a strategy and this is a completely new kind of document we have need to change our means to work with it. Our main goal though is still to influence it and work to integrate cultural heritage and tourism into the strategy.

Cultural Environment Rules

These Cultural Environment Rules (*Miljöregler*) was adopted in 1981-82. They regulate the town centre, the convent area, the old hospital and the “garden city” surrounding the old town centre. They prescribe in detail how buildings in central Vadstena should be renovated, including structural features, building materials, colouring etc. These quite practical and concrete regulations are important for preserving the built environment’s historical value and the character of the town. They do not consider tourism in any way, and nor do they deal with the question of wear and tear on the cultural heritage.

Cultural Heritage Plan

The municipality’s Cultural Heritage Plan (*Kulturarvsplan*) written by the culture and education administration in cooperation with the planning administration will be adopted in 2019. It deals with cultural heritage (the visible as much as the invisible) and describes it as a resource to be used by inhabitants and visitors. The plan identifies several priorities, e.g. a network for the town’s museums, recognition of jubilees, cultural heritage education in compulsory schools, investigation of the history of Vadstena’s healthcare institutions, good information and signs. Many of these priorities are the same as the SHARE project’s. Indeed, SHARE is mentioned in this document and described as a way to foster closer cooperation between the various cultural heritage and tourism organisations in Vadstena.

Urban Design Program

This forthcoming Urban Design Program (*Gestaltningsprogram*) is a framework which considers all the various elements of the public space such as colours, materials, lighting etc. It also ensures disabled access. The work will proceed and the document hopefully be adopted in 2019. Before it is adopted Vadstena Municipality awaits the result of the architectural competition for *Rådhusstorget* (the Courthouse square).

Traffic Plan

A traffic plan (*Trafikplan*) has been produced and incorporated into the comprehensive plan. It ensures good functionality for future growth and different modes of transportation, emphasising the needs of pedestrians and cyclists.

The traffic plan stresses the importance of maintaining “Vadstena’s character”. The transformation of the old thoroughfare into a low-speed street can be regarded as a way to

reinforce the small-town character. The traffic plan shows an awareness of the importance of tourism and includes measures to facilitate things for them – to make it easy to find one's way around. Quite a lot is said about parking space and how to find it. Also, the attractiveness of the town's entry points is regarded as important.

To summarize, all the six policy documents described above emphasize the importance of cultural heritage to the townsfolk as well as to visitors. It is an important part in what makes Vadstena attractive. They differ however in their approach to the issue. Some are more general, such as the Cultural Heritage Plan and the Regional Development Strategy which offer recommendations. Others, such as the Cultural Environment Rules and the Traffic Plan are more operative, with instructions on how to renovate a building or where to place a parking lot. Apart from traffic issues, what is missing is a more hands-on and practical way to deal with the cultural heritage than the existing Cultural Heritage Plan. It is important to find a way to coordinate the various actors and get them involved in a network to harmonize their activities.

Other forthcoming policy papers whose drafts have been studied or discussed during work with the SHARE project are: Retail and business establishment policy (*Handels- och etableringspolicy*), Leisure and outdoor activities plan (*Fritids- och friluftspan*), Business strategy (*Näringslivsstrategi*), Regional tourism strategy (*Regional turismstrategi*), Interpretive plans/prestudies (*Interpretationsplaner/förstudier*). Some of these, e.g. the Business strategy and the Leisure and outdoor activities plan will, likely be incorporated into the SHARE project.



Vadstena Castle from the south. Photo: County Administrative Board.

Exchange of experience and lessons learned

This action plan document is a fruit of knowledge and experiences exchanged within the SHARE Interreg Europe project. We have used methods developed at the University of Greenwich and ideas presented at meetings, discussed with other project participants and documented in briefs and minutes. The analyses described above have offered a knowledge base for our work that has also served as a point of departure in discussions with stakeholders and project participants.

The methods and analyses used in the work with the LAP have been important, especially those concerning citizen dialogues and participation. And so too have the international meetings and the inspiration we received there been. Presentations on case studies early in the project (see the *SHARE Case Study Report*) from several participant countries were points of departure in the production of our own plan and contributed ideas about what could be done in the LAP.

We have found inspiration both on the strategic level and concretely in connection to what Vadstena municipality is working with now. A lot of this has to do with solutions for how to make heritage accessible while using it and developing it.

One of the key elements in the Vadstena LAP is the cultural route, this is in part inspired by the good practice of Svilupumbria: *St Francis way: development of an intangible cultural history asset to drive rural tourism*. Svilupumbria is focusing on rural areas in their good practice, Vadstena is an urban setting but what we were inspired by is the idea of a plan, map and added infrastructure to blend tangible assets together. For Vadstena, the idea of creating clearly identified routes was inspiring as they have similar problems with the concentration of tourists to certain tourist attractions in the city of Vadstena (the castle and the monastery). There is a need to create a route for tourists between these attractions through the city. Just like Svilupumbria, we need to market and promote the route to tourists and to locals and enterprises along the route. Furthermore, ideas received from the case-studies and visits to the Municipality of Bacău in Romania, where promoting sustainable mobility has been an influence on Vadstena's Cultural Route. Notably by encouraging walking, fluidising traffic and enlarging pedestrian zones. Inspiration from this can be seen in Vadstena Municipality's work with the re-paving of Main Street. The cultural heritage routes in Iasi inspired this work as well, here we got inspiration from the good practice: *Seven thematic routes that define the identity of Iasi city*. Vadstena works on a similar app that will be launched during Spring 2019, a beta is currently available in appstore. In Vadstena, the app will have four different thematic walks – Medieval, Underprivileged Vadstena, Women's history and 20th Century History. Like in Iasi, the purpose is to improve the tourists' experience of Vadstena. In the future the idea is to further expand this app with more stories, information on hotels, museum, restaurants etc.

Spoletto in Italy, Pécs in Hungary and others offered ideas on how to organize traffic and parking in a sustainable manner in relation to heritage. These ideas have been considered within Vadstena's work with a new logistics plan for heavy goods, and touch upon traffic issues in the Comprehensive Plan.

Vadstena recently began work on renewing *Rådhusstorget (the Courthouse Square)*. Here too general ideas have been captured about how town squares are used in Umbria (into our Urban Design Program). We have discussed ideas about cultural heritage as an arena and how links between the natural environment and heritage can be used (presented at a meeting in Extremadura) on the topic of how to emphasize Vadstena's verdant fringe and parks.

A Hungarian project partner peer-reviewed a draft of our LAP and we theirs. This offered ideas on how they have structured their document and helped us improve our own. It will aid our monitoring process that we added deadlines for the various project items.

Near the end of phase 1 we have come to collaborate with other Interreg projects as well, such as Green Pilgrimage. They have lent us tools to tie rural heritage together with urban

heritage, and identify an audience that moves between these two spheres. We bring these perspectives along into phase 2 and expect them to help us influence the regional council of Östergötland (*Region Östergötland*) work with their strategy document, the RUS.

This project and the meetings it entails also offer informal learning, where we gain insight into how other countries and organizations work together. These lessons might not be directly applicable to this LAP document, but they do give a useful overall understanding which will influence our ideas and trains of thought over time. These results are more difficult to define, but we believe that they will touch on future work on a Retail and business establishment policy (*Handels- och etableringspolicy*), Leisure and outdoor activities plan (*Fritids- och friluftsplän*), Business strategy (*Näringslivsstrategi*) and Regional tourism strategy (*Regional turismstrategi*) – plus of course the RUS strategy that is our main target on the regional level.

We have also gained much knowledge on how EU projects work, what is expected and how to get the most useful results from them in the future. A result from this is that Vadstena municipality will, together with the County Administrative Board, during Spring 2019 take part in a project application for the URBACT-programme. Vadstena will be the Lead partner of the project. The application is currently in its initial idea-stage, but through this new application we hope to continue our good collaboration with each other and to include other municipalities in the region and implement some of the lessons learnt in the SHARE-project on regional level.

Proposed Measures

The main measure on the regional level is to influence the regional development strategy (RUS) in such a way that the cultural heritage and tourism will be recognized as important factors in the development of the region and its municipalities, for inhabitants as well as for tourists. Both Vadstena municipality and the County Administrative Board are being consulted in future work with the RUS and thus have opportunities to implement the SHARE methods and ideas. Hopefully the outcome of activities in Vadstena can inspire other municipalities in the region.

Another activity will be the dissemination and implementation of the project's results, where the County Administrative Board will inform municipalities in the region about the project and its methodology.

As results of the S.W.O.T. analysis and the questionnaire survey, the following tasks have been identified. They can be divided into two closely connected parts: one concerning tourist information in a broad sense, the other one having more to do with traffic and logistics. Both deal with accessibility in various forms and should be performed in a sustainable way that includes environmental, social and economic aspects. The planning and implementation of the suggested activities should be done transparently, with civic dialog and network collaboration.

Some of the measures are already in place while others are about to start. In phase 2 of SHARE it will be time to evaluate the outcomes of these measures and what can be learned from them.

Funding for measures

Most of the measures mentioned below are funded by Vadstena municipality through their budget, based on tax revenues, see table on page 16-17 under **Owner of the document/activity**. These measures have been confirmed by Vadstena municipality during the work with the LAP. The progress of the work will be reported to the County Administrative board of Östergötland (CABO) on a regular basis. Monitoring costs for this by CABO is done on staff costs connected to SHARE Interreg Europe. The work CABO does influencing and participating in the process work with the RUS is covered from staff costs from CABO's regular budget.

Improved services for tourists and visitors

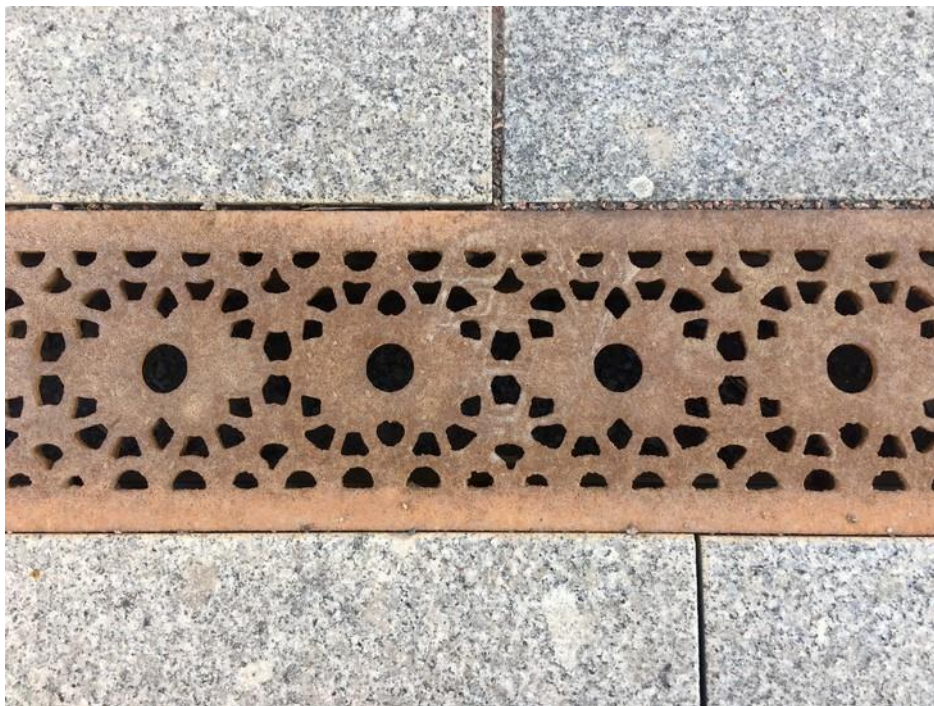
- ***Coordination of regional and local statistics***

Data collection on visitors, local businesses and tourism must be reliable and more coordinated than it is today. Improved data should offer a better foundation for the local decision-making processes. These improvements are made by the county tourism body Visit Östergötland in collaboration with Vadstena municipality and the regional council of Östergötland (*Region Östergötland*). They people count visitors to the castle and the convent church, use of visitor parking etc. These improvements are planned to be complete some time in 2019.

- ***The Cultural Route***

One of the most widely recognized cultural projects in Vadstena is the Cultural Route, leading the visitor around the town's most significant sites. This action plan seeks to improve the route, making it even more attractive to visitors. The route's central purpose is to tie together Vadstena's two main cultural nodes, the castle and the convent, and to point out other parts of the town's history. Transparent dialogue with the townsfolk and trustworthy empirical data on visitors' preferences will play essential roles in creating a modified Cultural Route. To connect the various objects with one trail is a way to increase awareness of cultural heritage and the touristic potential. It is not just about single objects, but about placing them in a context that makes each object part of a bigger whole.

Main Street (*Storgatan*) is part of the Cultural Trail connecting the convent with the castle. In 2017-18 the street was completely re-paved to make it more accessible and attractive to inhabitants and tourists.



Re-pavement of Main Street with drainage grilles in the shape of traditional Vadstena lace. Photo: County Administrative Board.

Another part of the Cultural Trail is the finished but not yet launched town walk app which offers four different themed walks – Medieval, Underprivileged Vadstena, Women's history and 20th Century History. The app not only guides visitors through the

well-known and not so well-known history of Vadstena, but also to restaurants, hotels and other facilities.

The Courthouse Square (*Rådhusstorget*) dates from at least the year 1400 and will be part of the Cultural Trail. A planning process has started with the purpose to make the square more attractive and accessible. For instance, the parking spaces in the square will be removed and better access to the castle and the park in front of it will be created. The municipality announced an architectural competition for the site in the fall of 2018, and the planning process will continue in the coming years.

Various parts of the Cultural Route project are run and funded by the municipality in cooperation with its tourism and business corporation, *Vadstena turism och näringsliv AB*.



The Courthouse Square – Rådhusstorget. Photo: County Administrative Board.

- ***Tourist information and service facilities***

The questionnaire survey and the S.W.O.T. analysis suggest that the town's various visitor attractions should have their opening hours harmonized and their entry tickets unified. An easy-to-find Tourist information Centre with generous opening hours was also requested. Basic tourist information can be improved and become more coordinated. Signage should be coordinated, making it easier for visitors to find their way to parking spaces and things they want to see – whoever the organizer might be. There is also a need for better public toilets, public wifi, cash machines, a harbour building for visitors arriving by boat and other practical facilities.

Some construction work has been done to facilitate entry to the castle, the open-air stage in the castle park has been renovated and a new service building is planned nearby. The participants are the National Property Board, the municipality, its tourism and business corporation and private businesses, and the finish date is projected to 2020.

Traffic structures

Several policy documents and the S.W.O.T. analysis mention the traffic situation and the problems tourists and bus drivers have with finding parking space.

- ***Logistics plan for heavy goods***

It is important to preserve the town centre's rich atmosphere of cultural heritage while making sure that local businesses are not constrained by additional rules or frameworks. The logistics plan aims to gather representatives from the municipality, local businesses and freight distributors to look jointly for solutions regarding the transportation of goods. Initial steps have been taken, and further progress will be made while focusing on the town centre.

This plan and the work involved are owned by the municipal land- and exploitation office, town planning office and business office.

- ***Reconstruction of the Old Thoroughfare***

In order to re-route motor traffic around the town centre, the old thoroughfare is being transformed into a low-speed street in favour of unprotected road-users sharing the space. When ready, this will make it easier for pedestrians, cyclists and local drivers to move around town. This plan and the work involved are owned by the municipal traffic office and town planning office.

- ***Town lighting***

In the harbour area, along the thoroughfare and along the castle moat's boardwalk, the town is planning for better lighting. This is done for safety reasons as well as for accessibility and urban development. This plan and the work involved are owned by the municipality and will proceed during the coming years.

Goals

Coordination of policies

The main goal within the SHARE project for the County Administrative board of Östergötland is to influence the ongoing work with the new regional development strategy (RUS) and to monitor the ongoing progress of the mentioned policies and activities in the LAP. These policies, and activities are owned by Vadstena Municipality and will be monitored by the County Administrative board. The RUS is owned by the Regional Council (Region Östergötland). The main goal for the RUS is get cultural heritage and tourism to be recognized as important factors in the development of the region and its municipalities in the strategy. The County Administrative board will do this through meetings, through seminars, by using the LAP as a good example and through referral responses on the RUS. We will do this through the project but also through others channels within the County administrative board as we work with the region on several different levels.

The essential goal of the Local Action Plan is to pay attention to already established policy documents and to help harmonize them. The existing documents are well developed in terms of what they examine, and they do not contradict each other much. Indeed, in some cases they refer to each other, for instance when the Cultural Heritage Plan refers extensively to the Comprehensive Plan.

All of the local plans (except the 1981-82 Cultural Environment Rules) recognize cultural heritage as a great value for the town since it attracts both inhabitants and tourists. Tourism is important in these policies and each in its way tries to make things easier for tourists and increase their numbers.

There are no important contradictions. The documents that are not yet formally adopted could with some minor changes be even more orientated towards the common goals. For instance, the same solution for tourist traffic and the Cultural Route is incorporated into the forthcoming Traffic and Environment Plans, and in a more practical way in the Cultural Heritage Plan.

One desired outcome of tying together the policy documents is that the not yet adopted Traffic Plan (including a plan for heavy transportation) and the Cultural Heritage Plan could be made to correspond and support each other and the other policy documents. The same goes for the forthcoming Urban Design Plan. A fruitful way to implement SHARE's measures could be to adapt them to the Cultural Heritage Plan. Another solution could be to write a Tourism Plan where the SHARE strategies could be integrated and later enacted.

Public consultation – civic dialogue, surveys and information (web site, public events etc.) will be important in the forthcoming work.

Coordinating actions

More difficult but nevertheless important is how to collaborate. How can the municipality and other authorities, enterprises and associations work together, for instance Vadstena's many museums? This will be important in the implementation phase. It should be possible with the help of a shared interest in increasing the influence of cultural heritage and in improving tourism, as recognized in the policy documents.

Phase 2, 2019: Activities for Implementation and Monitoring

The activities for implementing the policy in practice can, as described above, be summed up in the following categories: a) Improved service for tourists, b) Traffic structures. Schedules, activities, finance and how to ensure fulfilment of the goals will be developed in detail in preparation for the implementation phase.

As for monitoring this, Phase 2 of the SHARE project will monitor and evaluate the impact of this LAP on local policies and key stakeholder groups. Work will be supported by SHARE's Advisory Partner, the University of Greenwich. In line with the *modus operandi* of the SHARE partnership during Phase 1, an evidence-based approach will be used. Evidence will be collected by partners in line with instructions and templates delivered by Uni Greenwich (cf. SHARE project brief no. 10), which follow best practice for project impact evaluation in the UK (cf. Research & Excellence Framework 2020 guidelines for universities across the UK). Uni Greenwich will then curate this evidence using specialist software (VV Impact Tracker, gre.vvimpacttracker.com). It will allow the SHARE partnership to classify evidence and weave it together to deliver a coherent project impact story: one that connects the activities delivered in Phase 1 to the impact outputs to be delivered in Phase 2 starting in January 2019 and ending in December 2020.

Risk Assessment

A selection of anticipated obstacles and challenges have been brought forward in discussions about the prospects of the action plan within the local stakeholder group.

- New political governance since late 2018 might reach other decisions concerning the measures.
- The challenge to bring together and mediate between interest groups.
- Fitting the local action plan within the overall policy framework offered by the Regional Development Strategy (RUS).
- Lack of resources: personnel as well as funding.
- Balancing increased accessibility with preserving the cultural environment.
- Appeals from individuals and organizations against details in the plan.

Sources

- Public policy documents enumerated and discussed under the heading *Policy Documents*
- Questionnaire survey report
- S.W.O.T. analysis report
- Keyword count report
- Notes and minutes from stakeholder meetings
- Notes, minutes and personal communications from SHARE project meetings
- Peer review by the Hungarian partner of a draft version of this LAP

Policy/ Activity	Lap objective	Expected change/result	Owner of the document/ activity	CABO activity	Monitoring
RUS	Get cultural heritage and tourism to be recognized as important factors RUS.	To get cultural heritage and tourism into the final document, or in a connected document	the Regional Council	Be part of the process by presenting the SHARE project & methodology and be part of the referral process of the RUS.	Documentation of the activities, meetings, presentations, & the final document
Coordination of regional and local statistics	Improved data	Make data available	Visit Östergötland, Vadstena Municipality, the Regional council of Östergötland	Monitoring	Presentation of the collected data
The Cultural Route	Tie together Vadstena's two main cultural nodes and point out other parts of the town's history	Updated app, getting the route completed.	Vadstena Municipality, Visit Vadstena	Monitoring	Presentation of progress

The Courthouse Square (Rådhusorget)	Make the square more attractive and accessible	Architectural competition, completion on work of the square	Vadstena Municipality	Monitoring	Presentation of progress
Tourist information and service facilities	Better tourist information, information signs, new service building etc.	Improvements in accordance with the LAP	Vadstena Municipality	Monitoring	Presentation of progress
Logistics plan for heavy good	To start the work on the plan	That the plan takes the cultural heritage in account	Vadstena Municipality	Monitoring	Presentation of progress, new plan
Reconstruction of the Old Thoroughfare	To start the work on the plan	That the plan takes the cultural heritage in account and that to re-route traffic around the old centre	Vadstena Municipality	Monitoring	Presentation of progress, new plan
Town lighting	To start work on the plan	Improve lightning in the harbor area, along the thoroughfare and around the castle	Vadstena Municipality	Monitoring	Presentation of progress