

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	RESTAURA (CE339)
Lead partner	City of Nowy Dwór Mazowiecki
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Responsible partner (PP name and number)	University of Economics in Bratislava, PP12
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Summary description of the strategy/action plan (developed and/or implemented)

The Integrated Built Heritage Revitalisation Plan (IBHRP) in the area of the municipality of Bratislava - Old Town (Stare Mesto) maps strategic city development documents, characterizes the strategic framework from which the key areas and action priorities emerge, and last but not least, describes the pilot action, which is the building called Konventna residence, also referred to as the Heckenast's House.

The document presents a pilot action aimed at revitalising the building located on Konventna Street no. 1, which was built in the late of 19th century in the fashionable style of the Italian Renaissance. Currently, the University of Economics, owner of this property, provides accommodation with the use of conference spaces for students, PhD students, university staff and the public.

The purpose of revitalisation is therefore not only the preservation and reconstruction of the national cultural monument, but also the adjustment of its premises for further use. As an object owned by the University of Economics, the main purpose should be to create an innovative co-working space, where big corporations cooperate with university students which leads to an easy adaptable staff well known about the company issues and scope of employment for the future recruitment. For this purpose, the creation of a co-working space, which is the core of the action plan, is a good thing to do with respect to the excellent location of this property.

In accordance with the proposed principles, the strategic objectives and revitalisation priorities are defined and characterized. The document also analyses a public-private partnership form of cooperation and identifies potential partners, suitable for the university.

The output of the IBHRP is a comprehensive overview of key strategic documents related to the revitalisation of the build heritage with a detailed pilot action that has the potential to start the development of landmarks in Bratislava - Old Town (Stare Mesto).

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The Integrated Built Heritage Revitalisation plan (IBHRP) is developed for Pilot Action: The Heckenast's House in the area of the City District of Bratislava - Old Town, Slovakia. NUTS 3 region: Bratislavský kraj SK010, LAU 1 code 101. In the Bratislava - Old Town district take place 641 national cultural monuments.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The revitalisation of cultural heritage is an important part of Bratislava's development policy. Cultural heritage can become the economic, social and environmental driving force of development, provided that innovative forms of funding, co-operation at national as well as transnational level are implemented also the public-private partnerships and other innovative approaches.

The integrated built heritage revitalisation plan has many benefits in the following fields:

- Social field - The IBHRP contributes to social development in particular through a revitalized space for educational, working, business and leisure activities.
- Economic field - Advantages in the economic field are primarily focused on the cultural heritage as an innovative tool for growth and development of new services and products, that attracts new investors.
- Field of tourism - Through the revitalization, a "new life" of cultural heritage buildings will make the area of Old Town more attractive for tourists, which will also increase the interest of the local stakeholders (developing entrepreneurial activities dedicated to tourists, expanding the range of catering and hotel services, etc.).
- Field of employment - Increasing interest in the area concerned will lead to the creation of business opportunities, creating new jobs. The space for the realization of business activities, where many important enterprises can find their headquarters can be created in revitalized buildings of cultural heritage.
- Field of education - The space for organization of educational events, workshops, conferences for companies operating in revitalized buildings will be created. This also brings the opportunity to gain new knowledge for persons concerned in using the PPP scheme to revitalize historic buildings.
- Field of industry - The maintenance and revitalization of buildings of cultural heritage contributes to the development of other industries of the economy, especially the construction sector.
- Field of science and research - The IBHRP also contributes to encouraging professionals to increase their abilities to revitalize buildings of cultural heritage, using the PPP approach considering the particular aspects such as revitalization, financial, legal and technical aspects.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The main purpose of the IBHRP is to define priorities at local level in the area of sustainability of cultural heritage. The main principles of the IBHRP include the sustainable development of the site and the revitalisation of objects and the whole territory in line with the vision called "SMART CITY HEART" - an integrative and open space for innovation and creativity.

Building Heckenast's House on Konventna 1, thanks to its location in the historical part of Bratislava, represents a valuable asset for the University of Economics in Bratislava, which could start the revitalisation of the historic center as a pilot action. Appropriate economic and social utilization of the building can be beneficial not only for local residents but also for university students. It is essential for this pilot action to provide a mix of a commercial, cultural and educational aspect that would be applicable to all interest groups.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Cultural Heritage offers a wide range of options to use. Both national and local strategic plans include the possibility to revitalise the cultural heritage. The recovery process itself is difficult from an organisation point of view. Revitalizing the cultural heritage requires precise planning considering the interests of the stakeholders. The biggest obstacle is lack of finances. Therefore, it is necessary to look for sustainable ways of financing the revitalization of cultural heritage.

Transnational cooperation brings many benefits. It opens new perspectives on the issue of revitalizing cultural heritage. Transnational sharing of experience leads to a reduction in the risk of potential problems at national level. The distribution of forces at international level leads to more efficient work. Common problems are revealed, and activities are subsequently adapted to local conditions.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The Integrated Built Heritage Revitalisation Plan has been uploaded in eMS, D.T2.4.2.

Other references to relevant deliverables:

- D.T2.1.1 - Current status of revitalisation issues
- D.T2.1.2 - Common methodology framework for the IBHRP
- D.T2.2.1 - Report from RESTAURA Local Stakeholder Group Involvement

Summary description of the external evaluation of the output. If applicable, the evaluation to be provided as an annex

As a whole, The IBHRP in the area of the municipality of Bratislava - Old Town (Stare Mesto) and especially its Pilot action: Heckenastov dom - Konventná 1 is a very innovative and interesting project. Its conception and direction of revitalization have great potential through the PPP scheme. The evaluation suggested and recommended more attention to be paid only to the analysis of the strategic context according to the guidelines from the evaluation to ensure that this brilliantly planned plan, and in particular its pilot action, has been rooted and supported by the higher strategies and multi-sectoral policies of the city of Bratislava and the Slovak Republic.