

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	RESTAURA (CE339)
Lead partner	City of Nowy Dwór Mazowiecki
Output number and title	D.T2.4.3 IBHRP in Nova Gorica City
Responsible partner (PP name and number)	Municipality of Nova Gorica, PP
Project website	<a href="http://www.central2020.eu/restaura">http://www.central2020.eu/restaura</a>
Delivery date	07/2017

### Summary description of the strategy/action plan (developed and/or implemented)

The strategic document contains the analysis of the need for strategic development documents in the area of pilot action, the foundation of the pilot action in the existing framework, the SWOT analysis of strengths, weaknesses, opportunities and threats in the realization of the existing idea of restoration of the castle. Based on the current state analysis the development vision was prepared: The Rihemberk Castle will be completely renovated by 2025 and will become an internationally recognized palace of creative thinking and an economically successful cultural and tourist centre. **The main strategic goals of the revitalization of the Rihemberk castle are (i) to make use of all cultural, natural and tourist potentials that the castle has and to respect cultural monumental guidelines in the management and development of the castle; (ii) to set up the castle as a generator of sustainable development of the region and long-term prosperity of the local population (iii) to develop and strengthen the brand name of the Rihemberk castle - the Palace of Creative Thinking and Creation as one of the most recognizable ones on the Slovenian and European level and (iv) to strengthen the strategic partnership and cooperation with neighbouring castles and cultural monuments, with the tourism economy and related institutions at home and abroad in order to strengthen the importance, role and common market position in the global tourism market. Priorities of the revitalization are the renovation of the entire castle complex by phases (arrangement of the entry point, opening of the castle for the public, complete renovation program), the development of high-quality programs for visitors, taking into account restrictions, expert opinions and experiences of similar cultural and historical monuments abroad (product and service development program), effective management and marketing of the castle (the marketing program, the development and promotion of the brand, the concept of the governance model, the long-term sustainability of the castle, the castle as part of the tourist offer at regional and European level) and upgrading strategic partnership (partnership with the economy sector, population, cultural organizations, non-governmental sector, public sector and educational institutions in the field of culture).**

### 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 Castle of Rihemberk in the Area of the Municipality of Nova Gorica in Slovenia. The Rihemberk castle is registered in the Register of immovable cultural heritage as a monument of national importance. The site has historical, cultural, architectural, art historical and landscape qualities. It represents the largest and oldest castle in the Goriška region.

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

The key benefits of the IBHRP cover a wide range of fields including social, economy, tourism, employment, education, science and research, which will all contribute to the positive impact and the sustainability (economic, social and ecological) of the project. It signifies an interactive relation between heritage and the local community. The activities that will be carried out will contribute to the local economy. The revitalized castle will offer numerous activities and services that will make the area attractive to tourist and local population. The IBHRP will improve the dissemination of knowledge by organizing architectural, restoration, archaeological, art-historical, ecological, painting and sculptural workshops and camps. The arrangement of a Museum of the town and castle history and exhibition space, as planned in the 1<sup>st</sup> concept (Cultural and natural tourist centre) will also have a positive impact on the field of education. This model can be applied to any other castle in other territories.

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

This plan is based on strong principles of sustainability. The vision for the future is very motivating and strongly articulated and testifies to the evaluation criteria of consistency of the *IBHRP for the Castle of Rihemberk*. “When setting the goals and priorities it is important to remember about the sustainable development of all the fields of action: social, economic, environmental, technical and spatial-functional. The planned actions and change directions in the pilot area will help to preserve the resources and promote cultural heritage among the future generations. They will also contribute to the social capital development and economic growth in the town. All the projects launched on the river embankments will help to increase the accessibility of the natural resources to the society. This will contribute to the development of the stronger social bonds and economic growth in the town. Living conditions will improve thanks to the construction of a river marina and a new residential and service area.” These actions will also have a positive impact on other areas and other stakeholders with similar challenges.

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

Key lessons learned are: (i) The numerous stakeholder and key partners where involved in the planning process and their commitment in the early stage of the project preparation will be additional value in project realization faze; (ii) SWOT analysis is very useful tool for drafting key opportunities and strengths, especially in term of financing. The most expansive is the renovation of the entire complex by phases, the cost of which is estimated to 8.300.000 € which is also the main obstacle of the project realisation; (iii) the goals and priorities follow a logical hierarchical order but it is recommended to make a visual reference or note as to how they are connected. To strengthen the relevance, impact and the connectives of goals and priorities, it may be of interest to include and highlight the role of the local population; (iv) the terms noted in the priorities and the concepts should be harmonised (e.g. culinary offer with wine shop / restaurant (bar); exclusive hotel with wellness / smaller hotel; natural science museum / museum of the history of the town and castle).

### 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.T2.4.3.

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

The revitalization plan of the Rihemberk Castle is directed towards the *reconstruction* of the heritage site and oriented both to the physical/structural reconstruction, as well as the economic revitalization that will have a positive impact on the socioeconomics of the wider area. The plan makes good and effective use of the cultural, natural and local resources, which will improve the visibility of the site in terms of tourism, as well as enhance the sense of identity and belonging of the local population. The goals and priorities of the pilot action are in accordance and complementary to relevant strategic documents on local, regional and international levels. The strategic goals and priorities of the action plan are structured in a logical and coherent way and take into account principles of sustainable development. The revitalization of the Rihemberk Castle pilot action satisfies all the **required criteria** in terms of: relevance, effectiveness, efficiency and compatibility. The pilot action is grounded on real needs and makes use of existing resources in a reasoned and proactive way.