

WP-T1 DEVELOPMENT OF STRATEGY AND ACTIONS PLANS ON EVALUATION OF CULTURAL HERITAGE

D.T1.1.4 Concept of transnational strategy
on evaluation of cultural heritage and
potentials of historical parks

Version 1.0

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Introduction

The main aim of the Transnational strategy on evaluation of cultural heritage is to define priorities and action to be taken in order to valorize and revitalize historical parks in Central Europe area. Due to lack of capacity (common policies, know-how, resources) in many places of participating countries the natural and cultural resources have been neglected to such extent that cannot be used by the society. Therefore cultural institutions and local authorities need effective tools and guidelines for the revitalization process and creating new attractive tourism destinations and social activation areas. The strategy will focus on technical, organizational and financial aspects of cultural areas management and appoint organisations, bodies, stakeholders that must be included in revitalisation process. The document also will include local action plans for further development and revitalization of historical areas that will be elaborated and adopted by local/regional managing authorities and added as guidelines to the mainstream programmes.

The main assumptions the strategy development

- a) socializing the process of building a strategy, and thus involvement in the work of self-government representatives, business entities, social organizations, local leaders, experts, random inhabitants, etc.,
- b) ongoing verification of work already done,
- c) having an extensive implementation sphere for specific activities as well as organizational and financial instruments.

Proposal of the structure

- I. Diagnosis of the present situation
- II. Lesson learned from the Hicaps project (good practices, tools, pilot actions)
- III. SWOT analysis
- IV. Priorities and actions
- V. Local action plans
- VI. Management model and potential sources of financing
- VII. Recommendation and remedial action for decision makers

Methodology

- I. Diagnosis of the present, existing situation - diagnosis of the existing situation based on the analysis of documents prepared so far.
 - 1) Analysis of the national legislation and local regulations report regarding historical parks – each country produced analysis on existing regulations regarding historical parks. Analysis contains: key regulations for historical parks on the EU/international; national regulations for historical parks and gardens; Case study, identified problems and recommendations;



II. Lesson learned from the Hicaps project (good practices, tools, pilot actions)

- 1) Analysis of good practices report - collection of good practices introduced by project partners in 5 thematic areas.
- 2) Decision support tool with guidelines for the process of self-evaluation and use of cultural heritage.
- 3) Educational outdoor trail tool for presentation of knowledge gathered through HICAPS project.
- 4) Handbook Landscape accessible on the most appropriate tools to address people with disabilities in cultural landscape.
- 5) Analysis of the conclusions drawn during the workshops and trainings, which will take place in individual partner regions. Conclusions, remarks from the experiences and suggestions from the field will be implemented in guidelines to foster and advance historical parks protection. Needed information will be gain also by direct addressing to the competent institutions.

III. SWOT analysis

This is a basic tool for creating strategies. It will facilitate recognizing strengths and weaknesses but also capture the opportunities and threats coming from the environment. If we use them in 100%, it will allow us not only to improve the operation but also to create an effective strategy.

S – Strengths – everything that is our asset, advantage;

W – Weaknesses – everything that is our weakness, barrier, defect;

O – Opportunities – chances, everything that in our environment creates an opportunity that can be used

T – Threats – everything that is in our environment poses a danger to our enterprise

Strengths and weaknesses should be considered as internal factors, while opportunities and threats are external factors.

IV. Priorities and actions

The priorities and actions will be determined based on the SWOT analysis and the analysis of the institutional environment and target groups, of each partner.

The groups we are interested in are representatives of local public authorities, regional public authority's, sectoral agency, interest groups including NGOs.

V. Management model and potential sources of financing

The management model concerning historical parks revitalization process will be proposed. The document will be addressed to administrators of historical objects. Possible sources of financing for the foreseen actions will be indicated, as well.

VI. Recommendation and remedial action for decision makers

A set of guidelines in terms of local/regional/national policy of restoring and preserving of natural and cultural resources dedicated decision makers will be prepared.



VII. Local action plans

LAP will take into consideration historical, social and economic aspects of revitalization of chosen areas. 8 LAPs will be elaborated by the project partners with help of local stakeholders and become an appendix to the Transnational Strategy.