

Nomination of  
**The GREAT  
SPAS** *of Europe*



for inclusion on the  
**World Heritage  
List**

## 5.f Sources and levels of finance

In a transnational nomination as complex as this, resources are needed to fund activities at three levels:

1. International – it is necessary to provide funding for the central Secretariat which coordinates activities, for the preparation and revision of the Property Management Plan; there may also be occasions when it is necessary to raise funding for specific projects spanning the whole property.
2. National – States Parties, whether at national or regional level depending on their constitutional structure, need to fund their participation in the coordination and management of the property as they would for any other World Heritage property on their territory. This may include funding specific costs, for example for conservation works, in individual components of the property.
3. Local – individual spas need to fund the coordination and management of their component of the property and to raise funds necessary for conservation works and for the enhancement of their part of the nominated property.

### **Funding at the international level:**

The work of the *Intergovernmental Committee* is funded according to the individual provision of each State Party established to enable them to participate in transnational nominations and inscribed properties. These sums are not managed centrally but are provided by each State Party according to their national and regional systems and protocols.

The work of the *Great Spas Management Board* and the *Secretariat* is funded centrally through annual contributions received directly from the participating spa town authorities known as the ‘common budget’. The same source of funding also provides the resources for the overarching Property Management Plan.

This common budget is funded by an annual membership fee paid by each of the component sites. The fee scale is set on three levels determined by the population of the spa town in question; 1) those below 15,000, 2) 15,001 to 35,000 and 3) those over 35,000. The fee is set by the *GSMB* two years in advance to enable the forward planning and budget approval cycles of the municipal authorities responsible for the component sites to include the appropriate sums. Funds are paid into a central account held by the City of *Baden-Baden*.

Membership fees currently provide a sum of € 100,000 per annum. The common budget is allocated and approved by the *GSMB* six months before the start of a new financial year, which runs from January to December. The *GSMB* has agreed to establish a permanent Secretariat and to generate additional resources to deliver the Property Management Plan and to support the delivery of the Local Management Plans. It has therefore approved an increase in membership fees which between 2019 and 2025 will increase to provide a budget in the region of € 200,000 per annum by 2025.

### **Funding at the national/ regional level:**

Each participating State Party will meet its costs of participating in the international coordination of the property (attending meetings etc.) from its own resources. States Parties will also meet their own national costs for the coordination of the management of individual properties and for reporting as necessary to the World Heritage Committee through the World Heritage Centre, as for any other World Heritage property. Such costs are relatively small and can be absorbed in existing budgets.

### **Funding at the local level:**

The participating States Parties have their respective administrative structures and authorities that are collectively responsible for the procurement of funding and resources for the protection and preservation of the individual component sites as identified in this nomination. This activity is reported to the *Intergovernmental Committee* and subsequently to the *Great Spas Management Board*. As well as funding provided via the individual State Parties, there are specific funding programmes at a European level as well as those managed by regional and local government responsible for the eleven spa towns. The level of support available from the European Union to each component site differs due to the variance in economic status awarded to each region by the EU.

The regional and municipal authorities with devolved responsibilities for the protection, conservation and presentation of these sites are experienced and well versed in the management and funding regimes already in place to fulfil these duties.

The majority of the funding for the conservation of the component sites is derived from the States, the regions, provinces and municipalities, and from property owners within the property. For further detail on funding arrangements, please see below the contributions of the individual components to this section. These individual projects or annual programmes receive funds to enable the conservation and management of the property to be carried out in accordance with national and regional policy and according to the Local Management Plans. Each Local Management Plan contains a section to describe the funding sources available to implement the local action plans and this is listed in section 5.4 in each plan. The representation and costs associated with the operation of the *Site Managers Group* is directly funded by each component site.

Therefore the generic activities already funded at a regional and/or local level and generally managed by the municipal authorities will continue to support programmes of general maintenance and presentation, tourism marketing and promotion, visitor services, public transport, museums and art galleries, planning and urban development, interpretation and education, accessibility, local conservation and research. To these existing budgets will be added:

1. the cost of membership to *The Great Spas of Europe* through the annual membership fee paid to the common budget,
2. funding of the role of a World Heritage Manager to represent each component site,
3. attendance at *GSMB* and *SMG* meetings, and any other special meetings or sub-groups established to improve the management of the property.

## 5.f.1 Sources and levels of finance - the component parts

### 1. *Baden bei Wien*

### AUSTRIA

In Austria, the owner is responsible for maintaining his/her property. The right to own property is embedded in the Federal Constitution thus severely restricting the possibility of intervention, however it remains the responsibility of the owner alone to finance maintenance and restoration work. The near consistently excellent conservation status of the architectural heritage in the nominated World Heritage site confirms the financial strength of the owners, and thereby, adequate protection of the sites. The federal, state and municipal authorities support the reconstruction of historically significant buildings with advice and funding.

The municipality is the owner of a substantial number of objects relevant to the nominated World Heritage site - buildings and green spaces. The conservation of this real estate is financed from the normal, renovation work from the extraordinary budget of the municipality. The municipal budgets are always decided for a year, although the estimate also includes a medium-term outlook. The safeguarding of the municipality's nominated World Heritage building stock is secured in the long term.

For the preservation of the cultural heritage, subsidies can be addressed at the national and regional levels. *Baden bei Wien* currently has no requirements for participation in European funding programs.

#### 1. Funding at the national level (Republik Österreich)

Based on the monument protection law the following services are eligible for investment or operating aid for cultural purposes and activities in accordance with Article 53 (2) lit. b and lit. e be AGVO:

- Expenses, in particular for construction work for the protection, preservation and restoration of monuments, including the necessary examinations.
- Other measures aimed at preserving monuments from change, destruction or transfer abroad, informing the public of the importance of monuments and providing the necessary basis for doing so.

Furthermore, the Federal Chancellery may, within the scope of regional or national, thematically oriented special projects, also with the participation of other local authorities and / or third parties, grant time-limited and financial support for measures pursuant to Article 5 of the Convention for the Protection of the World Cultural and Natural Heritage, Federal Law Gazette No. 60 / 1993, grant:

- In the framework of these special projects, measures can be promoted which serve this purpose;
- To give the World Heritage a function in public life or to include it in a planning that also extends to local authorities;
- carry out scientific and technical investigations and research and develop working methods to combat the threats inherent in World Heritage, to

protect, conserve and maintain the World Heritage;

- support for and to promote training in the field of the protection and preservation of World Heritage and to support scientific research in this field;

These special guidelines are based on the Federal Act on the Protection of Monuments for its historical, artistic or other cultural significance (Denkmalschutzgesetz – DMSG), BGBl. No. 533/1923 and Article 5 of the Convention for the Protection of the World's Cultural and Natural Heritage, BGBl. 60/1993, and the Ordinance of the Federal Minister of Finance on General Framework Guidelines for the Granting of Federal Funds (ARR 2014), BGBl. II No. 208/2014.

## **2. Funding at the regional level (Land Niederösterreich)**

### **Funding by Land Lower Austria, Cultural Department:**

The Department of Art and Culture of the Lower Austrian Provincial Government can support the realization of artistic, cultural and educational projects with a financial contribution or loan, if the project makes a significant contribution to the strengthening of culture and education in the province of Lower Austria. The granting of subsidies is based on the Lower Austrian Culture Promotion Act 1996 and the guidelines for the promotion under the Lower Austrian Culture Promotion Act 1996, which the Lower Austrian government on 27 June 2006 on the basis of § 5 paragraph 3 of the Lower Austrian Culture Promotion Act 1996, LGBl. 5301-0.

### **Demand allocations by Land Lower Austria:**

According to the guidelines for the granting of needs as decided by the Lower Austrian government on 4 April and 5 December 2017 (BZ III – for project funding and domestic help), the Land of Lower Austria may, under certain conditions, provide financial support for the financing of baths, museums, etc. with grants.

### **EcoPlus regional funding:**

The ecoplus. Niederösterreichs Wirtschaftsagentur GmbH is the agency of the Land Lower Austria providing financial support for investments by municipalities, businesses, associations and initiatives as well as individuals who make a special contribution to the regional economic development of Lower Austria. The range of eligible projects also includes tourist infrastructures, such as Baths etc.

## **2. Spa**

## **BELGIUM**

### **Sources and levels of finance on supra-local level**

The various levels of institutional authorities take part in managing, restoring and promoting classified property or property of heritage interest in a variety of ways.

Maintenance	Subsidy rate: 80 % – max. €22,000	
Pre-studies	Subsidy rate: 80 %	
Restoration work	Classified monument	
Owner	Public	Private
Base rate	40 %	40 %
Base rate outstanding heritage	55 %	55 %
FES (health status sheet) application/proof of maintenance	+10 %	+10 %
Function/public access	+5 %	+5 %
Dynamic development project	+15 %	+10 %
Maximum possible rate	70 %	65 %
Maximum possible rate outstanding heritage	85 %	80 %

Fig 25: Summary table of aid granted for restoration of the classified heritage

### Classified monuments:

The maintenance and restoration of classified monuments in the Walloon Region are subsidised by the Region (Walloon Government Order of 13 March 2014 – BM 30 May 2014).

The municipalities and provinces also participate financially in the restoration of classified property.

The minimum rates of municipal and provincial interventions cannot be less than 1% and 4% of the cost of eligible work respectively.

### Minor popular heritage:

For the last thirty years, Wallonia has led a campaign to protect small popular heritage that criss-crosses its territory as points of interest and markers for all its users.

The Heritage Restoration Directorate manages all work for the benefit of the Walloon small popular heritage. More modest elements and yet found in the everyday life of all, they can benefit from subsidies to conserve them and maintain the sense of belonging of a local population. (Walloon Government Order 22 April 2010 – BM 19 May 2010).

There are about one hundred types grouped into seventeen themes eligible for support under the Walloon Small Popular Heritage (PPPW) subsidy.

Operations likely to be subsidised include:

- maintenance, repair, renovation and restoration work,
- work to conserve one or more remarkable trees and their vital context,
- community promotion actions: brochure publications, information panels, etc.

The maximum subsidy for restoration or conservation work is €7,500. It can cover the full amount of expenses, including VAT.

The maximum subsidy for community promotion actions is €2,480. The subsidy can cover the full amount of expenses, including VAT.

## Nature Park:

The Parc Naturel des Sources recognised by the Walloon Region in 2017 including the municipality of *Spa* and Stoumont is a tool that contribute to the territorial development and take into account the nature and human kind. The Nature park should contribute and strengthen the management of the UNESCO property.

Various subsidies granted by the Walloon Region help to finance nature parks (single and annual)

The budget for the Parc Naturel des Sources currently being recognised will be as follows:

- Overall budget: €190,000
- Personnel costs: €140,000
- Operating costs: €40,000
- Communication costs: €10,000

The various subsidies will not alone cover all the operating costs of the future nature park and it will be necessary to seek out other sources of financing to finance for instance the action of the management plan.

### Sources and levels of finance on local level:

Funding for the management of the property is guaranteed by the budgetary commitments of local actors, whether public or private.

Funding through the granting of subsidies for the restoration of listed properties is dependent on specific projects which by nature are not recurrent. The scale of the funding may vary according to the type of protection and the scope of the work to be carried out. This aspect is addressed above.

The present chapter will address the issue of operating budgets for the City of *Spa*, and other stakeholders involved in the maintenance, conservation and enhancement of the property.

The *Local Management Plan* should ensure convergence of local stakeholders' investments in order to preserve the outstanding universal value of the property.

#### a. City of *Spa*

The budget of the municipality is adopted annually so it's not possible to provide a budget for the coming years. Nevertheless, it's possible to highlight the key points in the budget (regular and extraordinary) that contribute to finance the management of the heritage of the component part.

The regular budget includes the resources that are intended to fund expenses that are fundamental to the existence of the municipality.

For financial year 2018, the City of *Spa* has an ordinary budget of €20,160,474.41 for expenditure, broken down into 4 categories where you can find some budget allowed directly to the management of the nominated property:

- Salary costs (38%), including:
  - Local coordinator of *The Great Spas of Europe* project €77,515.85
  - Museum curator, who collaborate part time with the local coordinator (1/5 EFT estimate): €10,405.23
- Operating costs (12%): for a part, ensure the maintenance of the municipal facilities
- Transfers (33%) that represent the financial flows towards the institutions, drawing their resources from the municipality. Through these subsidies, the City of *Spa* supports the enhancement and promotion of the cultural patrimony. This includes:
  - Museums: €65,000,00
  - Tourist Office: €125,000.00
  - Art Centre: €53,300.00
- Debt costs (17%)

The breakdown of ordinary expenditure in 2018, per sector of activities, is the following:

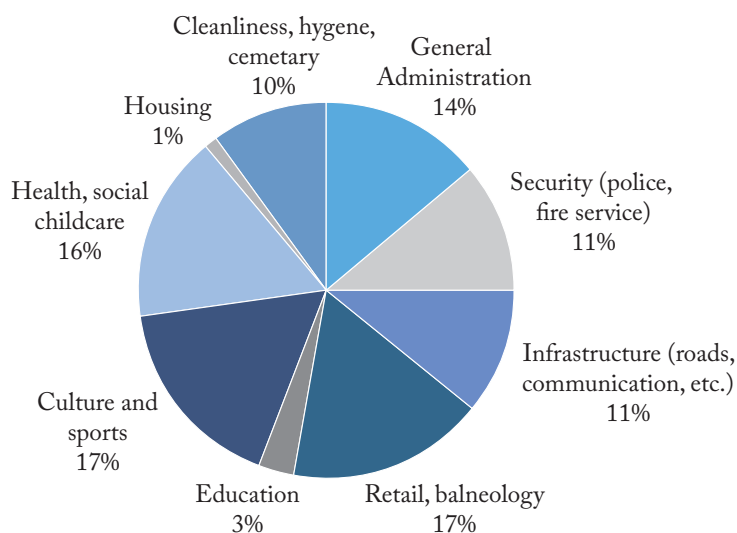


Fig 26: Ordinary budget, 2018

Many smaller subsidies are granted to *Spa*-based associations:

- working to maintain local traditions and folklore (neighbourhood associations);
- organising both sporting events (Trails, Rally, etc.) and cultural events (concerts, theatre, exhibitions, conferences, etc.).

In terms of subsidies, the City also encourages residents to renovate their properties (grants for external renovation) by granting financial aid amounting to 14,950.00 in 2018.

The sources of financing for these ordinary expenses are mainly the revenue from taxes and fees, revenue from the 'Spa Monopole' agreement, rentals of assets, revenue from the various funds (Municipalities Fund, etc.), dividends from inter-municipal associations and various subsidies and salaries.



The extraordinary budget includes the important investments that could not be included in the ordinary budget.

For 2018, the City of *Spa* approved its extraordinary expenditure budget of 4,850,439.24. In this budget you can find, related to the management of the nominated property (subsidies received by the city are not mentioned and need to be added to the following):

- Restoration of the Galerie Léopold II:

Technical studies: €217,000.00

Restoration work: €1,409,000.00

- Restoration project of the Waux-Hall: project management: €20,000.00
- Maintenance of the Villa Royale: €11,000.00
- Salary cost of a heritage consultant: €57,000.00
- Subsidy to the Parc Naturel des Sources: €30,000.00

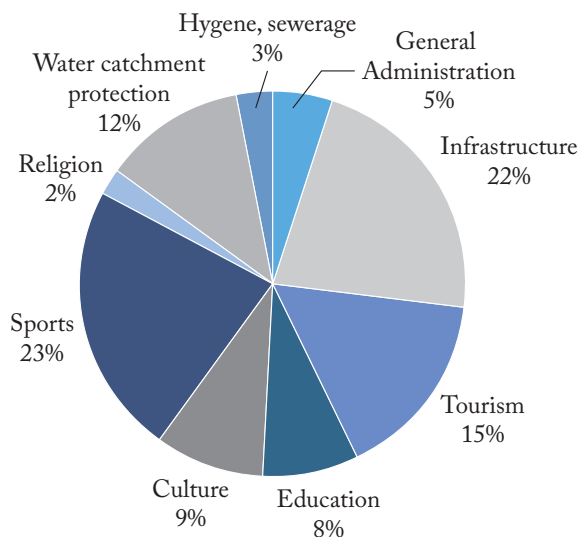


Fig 27 Investments, 2018

## Breakdown of the annual investment programme

Since 2014, municipalities have been subject to compliance with the investment tracker (limits to funding via borrowing), representing an annual municipal share of €1,900,000 for *Spa*.

The remainder of the tracker is carried over from year to year (difference between budgeted works and completed works) and will be allocated as a priority to investments in major ongoing projects including the restoration of 'Galerie Léopold II', the continuation of the restoration work on Waux-Hall, etc.

## b. Other sources of public funding

Other public actors are involved in particular in supporting the tourist and cultural activities of the City of *Spa*.

<sup>1</sup> <http://www.strukturalni-fondy.cz/cs/Fondy-EU/2014-2020>

The Wallonia-Brussels Federation participates in financing the 'Musées de la Ville d'eaux' (*Spa* Museums) and the Cultural Centre.

The General Commissioner for Tourism (Wallonia) grants subsidies to tourism-related organisations: Tourist Office and the 'Maison du tourisme'.

The Province of Liege supports the cultural actors (Museums and Cultural Centre) and tourist actors through its Tourism Federation.

Finally, the 'Maison du tourisme' benefits from subsidies granted by the 4 partner municipalities (according to the number of inhabitants).

### **c. Private and public owners**

Private or public owners, through the investments agreed upon to maintain their property, also help to protect the outstanding universal value of the property. However, it is not possible to provide figures to substantiate this expenditure.

Financing renovation and maintenance of cultural monuments in the Czech Republic is foremost the liability of the monument's owner. Properties located in the area of the *Karlovy Vary* component part and its buffer zone are owned mainly by the state, by the town or by private entities. Therefore the resources for financing are public budgets or private resources. It is also possible to obtain financial support for renovation of cultural monuments from various funding programmes, such as EU programmes and grand projects at state and regional (region or municipality) level, alternatively programmes run by firms and non-profit organizations. The active link while obtaining grants remains the owner, to whom the authorities of the state administration and the National Heritage Institution provide advice and assistance.

CZECH  
REPUBLIC

## **International level**

### **Structural EU funds for the period 2014-20**

During the programme period 2014-20, the important basis for various spheres of renovation and development in the Czech Republic is made up by the support from European structural and investment funds (ESIF).<sup>1</sup> For the urban conservation zone *Františkovy Lázně* the following funds could be considered:

- **ERDF (European regional development fund)** is aimed especially at supporting productive investment mainly for small and medium businesses, building infrastructures for basic services for citizens and entrepreneurs, investment in research and development, for securing the inner regional potential and creating network, cooperation and experience exchange;
- **ESF (European social fund)**, whose goal is to support the high level of employment and quality jobs, labour mobility, to encourage a higher level of education and training, to support gender equality, equal opportunities and non-discrimination and to support social integration and to fight poverty;
- **CF (Cohesion fund)** is aimed at investments for infrastructure in the fields of environment, traffic infrastructure of European importance and effective usage of energy

## **National level**

### **Grants and funding of the Ministry of Culture of the Czech Republic**

According to § 16 paragraph 2 of the heritage preservation act, contribution to the renovation of the cultural monument can be allocated from the state budget of the Ministry of Culture, if there is an exceptional social interest in the preservation of a cultural monument (for example if it is a unique cultural monument of its type, if a cultural monument is in desolate condition, which has not been caused by its owner, or if a cultural monument is placed in one of the specialised funding programmes of the Ministry of Culture). Currently there exist several specialised programmes for renovation of various types of cultural monuments and conservation areas. Below, only basic information can be found, detail information is accessible on the web pages of the Ministry of Culture: <https://www.mkcr.cz/dotacni-programy-237.html>. Among the most important and, by extent of the support, the biggest projects supported from the funding programmes of the

Ministry of Culture belong the total restoration of hotel Palace č.p. 67 (2015), Church of the Assumption of the Virgin Mary, Hotel Zvon č. p. 67 (2014), House Saint Antonius č.p. 472 (2013), Gymnázium a obchodní akademie (2016), Spa Colonnade, Anglican Christ Church (2009).

### **Preservation of the architectonic heritage programme**

Contributions for renovation of cultural monuments, which are the most valuable part of the architectonic heritage, specifically for works aimed at the preservation of a cultural monument or the preservation of such parts, which create the nature of a cultural monument.

### **Emergency Programme**

From this programme the Ministry of Culture provides contributions to ensure the most urgent repairs of immovable cultural monuments, especially for the elimination of emergency conditions of roofs and supporting structures of constructions.

### **Programme “Regeneration of Urban Heritage Reserves and Zones**

Within this programme, contributions are provided for the restoration of cultural monuments located in the parts of historical towns, which are declared as urban heritage zones. Financial contributions can be provided only, if the relevant town has prepared its own Regeneration programme and if there is the financial co-participation (together with owner) of such towns in the conservation and/or restoration of particular cultural monument.

### **Programme for the restoring of movable cultural monuments**

Through this programme contributions for restoring of movable cultural monuments, especially significant paintings or artistic-craft works located in buildings which are accessible for the public for culture, educational or religious purposes (e.g. paintings and statues in churches) are provided.

### **Programme ‘Support of renovation of cultural monuments through municipalities with extended powers’**

The financial assets from the programme are assigned for preservation and renovation of immovable cultural monuments, which are situated out of monument reservations and zones, are not natural cultural monuments and are not owned by the state.

### **Programme ‘Support for UNESCO monuments’**

Financial assets can be drawn for compiling management plans, scientific and research activities and presentation, promotion and education of UNESCO properties. The purpose of the programme is to support universal development of properties listed on the List of the World Heritage, which are located in the territory of the Czech Republic, but also to support nominated properties, which are featured on the indicative list of the Czech Republic, which also concerns the town of *Františkovy Lázně*.

### **Programme ‘Support of Civic Associations in conservation care’**

This enables financial support for projects beneficial to the public, presented by civic associations, alternatively by other subjects, which activity helps to protect the immovable and movable heritage fund of the Czech Republic and wider promotion of care regarding it.

### **Programme ‘Support of preservation of archaeological researches’**

This was founded by the joint provision of the Ministry of Culture and the Ministry of Finance as one of the tools for implementing the international commitments of the Czech Republic according to the Convention on protection of European archaeological heritage and supporting preservation of archaeological and researches conducted by competent organizations.

## **Regional level:**

### **Regional operational programme NUTS II Northwest**

The programme is assigned for the cohesion region consisting of *Karlovy Vary* and Ústí region. The global goal is to increase the attractiveness of the region for investment, business and the life of citizens. Financing arises under EU regional operational programmes in the Convergence Objective.

- Regeneration and development of towns
- Integrated support of local development
- Accessibility and transport services
- Sustainable development of tourism
- Technical assistance

### **Funding from the *Karlovy Vary* region’s budget**

Contributions are assigned for renovation of cultural monuments and historically valuable buildings in the territory of *Karlovy Vary* region, including contributions for a

schematic design phase and preparation of project documentation for the renovation of cultural monuments (for example processing of building and historical surveys). Further information is available on the webpages of the *Karlovy Vary* region:  
<http://www.kr-karlovarsky.cz/dotace/Stranky/dotaceKK/prispevky.aspx>.

### **Support of cultural activities approved directly by the budget of the *Karlovy Vary* region**

Contributions approved directly by the regional budget are assigned for regular cultural events, which have trans-regional importance and a long-term tradition:

- International Chopin Festival *Mariánské Lázně*
- *Mariánské Lázně* Music Festival
- West Bohemian Symphony Orchestra of *Mariánské Lázně*

Besides this, the support is also aimed at activities in tourism and protection of the environment.

## **3. *Františkovy Lázně***

### **Strategic development plan of the *Františkovy Lázně* area**

There are five priority spheres for drawing on the grants, which also concern the nominated property in *Františkovy Lázně* including the support of business development in the sphere of spa, hiking and other forms of tourism. Modernisation of medical, accommodation and boarding facilities. Alternative healing and stay programmes, using spa and touristic infrastructure for local citizens. Extending and the regeneration of parks, maintenance of greenery. This proposed strategic plan presents a key component of strategy and vision of the town's development for 15 years, until 2023.

### **Support of activities in the sector of the spa industry and environment**

Cultural activities of a smaller extent have been for many years supported by the town's Cultural Fund. The fund is designed for supporting cultural activities and projects as an instrument for the meaningful development of the town's citizens as well as a supporting factor for the development of tourism. The Cultural Fund was established as a permanent special-purpose fund of the town *Františkovy Lázně*. This support is provided in the form of contributions and grants for foreign as well as local subjects. The town of *Františkovy Lázně* regularly includes into its budget investment and non-investment grants for its funded institutions and other subjects:

- Municipal museum
- Municipal library
- Destination and information agency *Františkovy Lázně*
- Institute of Geophysics of the Czech Academy of Sciences, Project for opening and access of Goethe's adit in the volcano Komorní Hůrka
- Spa forests *Františkovy Lázně*, besides administration of forests within the therapeutic landscape of the town of *Františkovy Lázně*, they also provide service to the path network.

### **Programme of supporting culture in the town of *Františkovy Lázně***

The statutory town of *Františkovy Lázně* financially supports a whole range of cultural events in the town. Besides the cultural events of transregional importance stated above, it involves for example support for municipal cultural organizations (theatre, orchestra, gallery), support for other cultural events (International Strauss Festival *Františkovy Lázně* Theatre at Seeberg Castle, *Františkovy Lázně* Summer, Literary *Františkovy Lázně* – travelling festival, organising concerts, lectures, seminars, exhibitions etc.), support for activities of local cultural associations and also its own cultural events (for example the spa season opening, European Heritage Days, cultural education of children and young people).

## **4. *Karlovy Vary***

### **Integrated development plan of the *Karlovy Vary* area**

There are three priority spheres for drawing on these grants, which also concern the nominated property in *Karlovy Vary*: attractive environment for competitiveness and sustainability. Revitalisation and protection of natural and historic-cultural character of the environment, provisions and renovation of tangible cultural heritage, historical buildings, spa colonnades and spa infrastructure.

### **Support of activities in the sector of the spa industry and environment**

The town of *Karlovy Vary* regularly includes into its budget investment and non-investment grants for its funded institutions and other spa subjects:

- Management of healing resources and colonnades, which administers four colonnades and other areas where spring occur and generates activities in the spa industry sphere.
- Spa parks management (administers and maintains public green space, parks, cemeteries)
- Spa forests *Karlovy Vary* (administers and maintains forests in adjacent landscape, maintains and repairs paths and facilities including the preservation and renovation of gazebos, crosses, memorial plaques or obelisks).

### **Programme of supporting culture in the town of *Karlovy Vary***

The statutory town of *Karlovy Vary* financially supports a whole range of cultural events in the town. Besides the cultural events of trans-regional importance stated above, it involves for example support for municipal cultural organizations (theatre, orchestra, gallery), support for other cultural events (the competition '*Karlovy Vary's* voice', Caminos – travelling festival, organising concerts, lectures, seminars, exhibitions etc.), support for activities of local cultural associations and also its own cultural events (for example the spa season opening, European Heritage Days, cultural education of children and young people).

## 5. *Mariánské Lázně*

### Strategic development plan of the *Mariánské Lázně* area

There are five priority spheres for drawing on the grants, which also concern the nominated property in *Mariánské Lázně*: Environment, traffic and energetics; Administration of public matters and development; Town's economics, business and employment; Tourism and spa industry; life quality. The project part of the strategic plan represents a key part of the strategy and vision of the town's development until 2031.

### Support of activities in the sector of the spa industry and environment

Cultural activities of a smaller extent have been, for many years, supported by the town's Cultural Fund. The fund is designed to support cultural activities and projects such as an instrument for the meaningful development of town's citizens as well as supporting the factors for the development of tourism. The Cultural Fund was established as a permanent special-purpose fund of the town *Mariánské Lázně*. This support is provided in the form of contributions and grants for foreign as well as local subjects. The town of *Mariánské Lázně* regularly includes into its budget investment and non-investment grants for its funded institutions and other spa subjects:

- Municipal museum
- Municipal library
- KIS *Mariánské Lázně* s.r.o. (Development fund of the town of *Mariánské Lázně*, it includes the Municipal Information Centre, the Chopin building and the building of the Municipal Theatre)
- TDS spol. s.r.o. (Technical and traffic service), besides administration and maintenance of municipal roads it also maintains and renovates public green space in *Mariánské Lázně*
- Lázeňské lesy spol. s r.o. (Spa Forests Ltd.), besides administration of forests in the therapeutic landscape of the town of *Mariánské Lázně*, it also provides maintenance of the path network. It prepared an educational trail 'Spa forests in *Mariánské Lázně*', which presents the spa industry, geology, mining, forestry, zoology, botanic and ecology of a wide landscape around *Mariánské Lázně*.

### Programme of supporting culture in the town of *Mariánské Lázně*

The statutory town of *Mariánské Lázně* financially supports a whole range of cultural events in the town. Besides the cultural events of transregional importance stated above, it involves for example support for municipal cultural organizations (theatre, orchestra, gallery), support for other cultural events (Mariánský podzim / Marian's Autumn, Jazzové lázně / Jazz Spa, Marienbad Film, Švihák, Divadlo lidové tvorby / The Folk Art Theatre, Svatováclavské setkání lidí dobré vůle / St. Wenceslas meeting of people of good will, Sochařské symposium / Sculptor's Symposium – travelling festival, organising concerts, lectures, seminars, exhibitions etc.), support for activities of local cultural associations and also its own cultural events (for example the spa season opening, European Heritage Days, cultural education of children and young people).

### **Role of the Municipality of *Vichy***

The Municipality of *Vichy*, in the person of its Mayor (Mr. Frédéric Aguilera) is responsible for the management of the public domain, with the exception of part of the Spa Domain, the Parc des Sources and the Célestins spring, which is open to the public, but whose management is the responsibility of the Compagnie de *Vichy*. On the other hand, in the framework of management agreements, the Municipality of *Vichy* has for many years maintained the other parks belonging to the State (the Napoleon III, Kennedy and Célestins parks).

In 2017, the total annual budget for this was about €84m. Operating expenses accounted for €54m. Investment expenditure represented €29m. The budgetary commitments for heritage preservation, restoration and presentation are shown in detail in the tables below. Debt is stabilized by controlling operating expenses with a view to achieving adequate self-financing capacity. This financial strategy enables the municipality to provide for the management and presentation of the heritage.

The managers of the various municipal services (town planning, green spaces, roads, assorted networks, etc.) are responsible for the management and maintenance budgets allocated to their sectors. Taking account of action priorities, a horizontal, coordinated management system is used to bring considerable human, technical and financial resources to bear.

Depending on the nature of the operations on the property, additional finance is regularly requested from other partners, most of them institutions, such as the Community of Greater Vichy, the Departmental Council, the Regional Council, the State and Europe. As regards the protection and presentation of the heritage, it should be noted that the Ministry of Culture, through the intermediary of the Directions Régionales des Affaires Culturelles (DRAC) (Regional cultural affairs directorates) have specific credits available for operations on buildings protected as historic monuments.

In the next few years, a special effort will be made on the financial front for the renovation of the urban elements of the Parc des Sources, the true heart of the spa complex, and for which it will be necessary to seek additional resources from partners of the Municipality of *Vichy*.

### **Other protagonists participating in the conservation, maintenance, supervision and management of the property.**

The State and other communities are also involved, due to their status as owners and/or occupiers. The table below lists the responsibilities of each entity in terms of property management and presentation.



Entity	Status / Field of operation
State	<p><b>Owner of the Spa Domain:</b></p> <p>Parc des Sources</p> <p>1st class spa establishment</p> <p>2nd class spa establishment, today the Napoleon III Gallery</p> <p>Source des Célestins</p> <p>Parc Napoléon III</p> <p>Parc Kennedy</p> <p>Parc des Célestins</p> <p>Banks of the Allier</p>
Compagnie de <i>Vichy</i>	<p><b>Manager of the Spa Domain:</b></p> <p>Parc des Sources</p> <p>1st class spa establishment</p> <p>2nd class spa establishment, today the Napoleon III Gallery</p> <p>Source des Célestins</p>
Community of Greater <i>Vichy</i>	<p><b>Owner:</b></p> <p>Source Lardy</p> <p><i>Responsible for refuse collection and public transport.</i></p>
	<p><b>Owner:</b></p> <p>Palais des Congrès Opéra (Congress Centre- Opera) (formerly: Théâtre Grand Casino)</p> <p>Church of Saint Louis</p> <p>Valery Larbaud cultural centre</p> <p>Church of Saint -Blaise and Notre -Dame des Malades</p>
Municipality of <i>Vichy</i>	<p><b>Manager:</b></p> <p>public domain</p> <p>Parc Napoléon III</p> <p>Parc Kennedy</p> <p>Parc des Célestins</p> <p>Banks of the Allier</p>
<i>Vichy</i> Tourist Office	Responsible for cultural activities and mediation

### The principal works carried out on the area constituting the property since 2005

Operations on Public Buildings				
Works and principal operations	Period/Date	Cost of works. Estimate inc. VAT	Developer	Source of finance
Palais des Congrès Opéra				
Relocating the fire protection centre				

<p>Fire alarm sound system, replacement of the stage floor of the opera, replacement of the cooled water distribution system</p> <p>Restoration of the ticket office and lobbies of the Opera</p> <p>Restoration of the north terrace and staircases, replacement of cooling units</p> <p>Restoration of the façades of the Relais des Parcs</p> <p>Replacement of the technical control centre of the Opera</p>	2006-2016	€4,629,591.02	Municipality of <i>Vichy</i>	<p>Municipality of <i>Vichy</i></p> <p>State (DRAC)</p> <p>Region</p> <p>Department</p>
<p><b>Valery Larbaud cultural centre</b></p> <p>Refitting of the dressing rooms and sanitary facilities</p>				
<p>Replacement of the windows</p> <p>Replacement of the stage lighting grid</p> <p>Replacement of the boilers</p>	2007-2016	€298,972.00	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>
<p>Replacement of the fire safety system</p> <p><b>Church of Saint-Blaise and Notre-Dame des Malades</b></p> <p>Restoration of the “Notre Dame des Malades” chapel</p>	2007-2016	€133,722.00	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>
<p>Reconditioning of water-proofing and glass roof</p> <p><b>Church of Saint Louis</b></p> <p>Restoration of the bellows of the Aubertin organ</p>				

Restoration of the stained-glass windows in the choir	2008-2016	€988,924.96	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>
Restoration of the roof structures and roofing of the high roofs				
Cleaning/restoration of the façade on the square side				
Restoration of the roofing and roof structures of the chapels, apsidioles, sacristy, etc.				
Provision of handicapped access				
<b>Tourist Office</b> Provision of handicapped access (lift and sanitary facilities)	2012 and 2014	€77,295.00	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>

### Operations on Private Heritage

<b>OPAH 2013 -2018</b> Commitment authorisations for aid with works in the municipality of <i>Vichy</i> , including renovation of façades	2013-2018	€953,000.00	Private owners	ANAH Community of Greater <i>Vichy</i> Municipality of <i>Vichy</i>
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### Operations on Public Spaces

Reconstruction of the road system and extension of the pedestrian zone:  Rue du Parc, Rue Hubert Colombier, Rue Lyautey, Rue de Banville, Rue de l'Abbé Delarbre, Place de la Source de l'Hôpital, Rue Montaret, Saint Louis square, Rues Sainte Barbe and Sainte Cécile, Passage de l'Amirauté, Rue Foch	2005-2016	€3,593,302.26	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>
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Upgrading of the walks and beaches of the Lac d'Allier	2014	€3,593,302.26	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i> Community of Greater <i>Vichy</i> Department State Europe (FEDER-Auvergne)
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The principal works on the property scheduled from 2017

Operations on Public Buildings				
<b>Palais des Congrès Opéra</b>				
Continued restoration of the walls, wooden floors and interior decoration repairs to the roof of the Berlioz room, restoration of the “gaming room” façade	2019-2020 (roof of the Berlioz room) To be arranged for the rest of the restoration	€1,500,000.00 (roof of the Berlioz room) €16,000,000.00 overall estimate of the global restoration	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i> State (DRAC) Region Department
Provision of handicapped access	2019-2024	€640,000.00		
<b>Valery Larbaud cultural centre</b>				
Complete refurbishment of the theatre	To be arranged	€3,700,000.00	Municipality of <i>Vichy</i>	Municipality of <i>Vichy</i>

Operations on Private Heritage				
<b>OPAH 2013 -2018</b>				
Commitment authorisations for aid with works in the municipality of <i>Vichy</i> , including renovation of façades	2013-2018	€953,000.00	Private owners	ANAH Community of Greater <i>Vichy</i> Municipality of <i>Vichy</i>

Operations on Public Spaces				
<b>Reconstruction of the road system and extension of the town centre pedestrian zone:</b>				
Rue Wilson	2017-2018 (already realised)	€1,300,000,00		Municipality of <i>Vichy</i> Community of Greater <i>Vichy</i>

Passage Giboin (ground surface and lighting)		€365,000.00	Municipality of Vichy	Municipality of Vichy
Passage de l'Opéra		€575,000.00		
Rue Lucas	2018-2019	€800,000.00		
Rue Sornin	2019	€700,000.00		
Rue du Parc		€800,000.00		
Rue du Casino		€700,000.00		
Square Leclerc (except for underground car park)		€1,400,000.00		
<b>Presentation of the entrance and south bank of the Parc des Sources</b>				
Avenue Aristide Briand, Rue de la Source de l'Hôpital, Place Victor Hugo, Square Albert 1er	From 2019	€3,140,000.00	Municipality of Vichy	Municipality of Vichy
<b>Improvements to Old Vichy</b>				
Place d'Allier, Rue Besse, Rue de la Porte Saint Julien	to be arranged	€900,000.00	Municipality of Vichy	Municipality of Vichy
Porte de France car park	to be arranged	€350,000.00		
Place de la Victoire	to be arranged	€600,000.00		

## 7. Bad Ems

## GERMANY

Within Germany, each Federal State is responsible for provision of financial and human resources for protection of their cultural monuments. The Federal States comply thereby with the high standards which are prescribed through national and international networks.

Immovable cultural monuments according to § 4 of the Monument Protection Law (Denkmalschutzgesetz, DSchG) are covered by monument protection by act of law in accordance with § 8 Abs. 1 Nr. 1 DSchG. According to § 2 Abs. 1 DSchG, the obligation to preserve and maintain cultural monuments within reasonable limits rests with the owners or possessors of the monuments in question, or other holders of the right of disposal. Physical maintenance of the buildings is therefore primarily the responsibility of the owners, who usually provide the financial resources. In this there is the possibility of state subsidy, funded through a range of support programmes:

Subsidies granted by the State of Rhineland-Palatinate for the maintenance of non-state cultural monuments

Federal programme, "National wertvolle Kulturdenkmäler"

Special monument protection programmes run by the Federal government

Special programmes run by the Federal government for German World Heritage sites

Urban development promotion programmes

Moreover, owners of monuments are entitled to use the expert advice of the State-funded monument protection authorities and departments.

The care and maintenance of the Kurpark is funded by the Staatsbad *Bad Ems* GmbH. Responsibility for the layout, construction and maintenance of public streets and open spaces rests with the respective bodies in charge (Straßenbaulastträger - Federal government, State, Rhein-Lahn-Kreis, municipality of *Bad Ems*) who will also provide the requisite financial resources. Municipal responsible bodies may draw on funds provided by the State for communal road-building or on urban development promotion funds for the purpose.

The town (i.e. municipality) of *Bad Ems* is part of the association of municipalities of *Bad Ems*. With its expert personnel, the association of municipalities carries out the administrative duties for the town and the local communities. The town and the association of municipalities each have their own budgets. The Staatsbad *Bad Ems* GmbH, too, has a budget of its own. The 2017 budget of the association of municipalities comprises expenditures to the amount of €13.2m in its profit and loss budget, and payouts to the amount of €12.5m in its cash-flow budget. The budget of the town of *Bad Ems* comprises expenditures to the amount of €13.7m in its profit and loss budget, and of €12.4m in its cash-flow budget. The 2017 budget of the Verein Stadt- und Tourismus Marketing has a volume of €790,000; that of Staatsbad *Bad Ems* GmbH has a volume of €5.3m.

## 8. *Baden-Baden*

Within Germany, each Federal State is responsible for provision of financial and human resources for protection of their cultural monuments. The Federal States comply thereby with the high standards which are prescribed through national and international networks.

Financial means for preservation of cultural monuments in Baden-Württemberg are integrated in the Federal State budget. The Federal State of Baden-Württemberg carries out its monument protection duties as follows: The supreme monument protection authority is the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg. The senior monument protection authorities are the regional administrative councils with their headquarters in Stuttgart, Tübingen, Karlsruhe and Freiburg. The State Office for Cultural Heritage Baden-Württemberg is affiliated to the Regierungspräsidium Stuttgart.

The Ministry of Economic Affairs, Labour and Housing makes resources available to the State Office for Cultural Heritage. The annual budget of the State Office for human and material resource is provided by the State of Baden-Württemberg and amounts to 10 M Euro.

According to Article 1 of the Cultural Heritage Protection Act of Baden-Württemberg (Denkmalschutzgesetz Baden-Württemberg, DSchG), the State and - to an appropriate

extent - also the municipalities must finance the costs of restoration, preservation, stabilization and excavation of archaeological monuments. The lower monument protection authorities are funded by the respective districts and municipalities. In some cases, the owner or the originator of damage can be obliged to contribute to the costs. Non-governmental foundations may also provide financing for research, publication and the preservation of historical monuments.

According to § 6 DSchG owners of listed buildings are required to make reasonable efforts to preserve the heritage asset, protect it from danger and maintain it in good repair. The owners are therefore responsible for maintaining individual buildings, and for generally providing the necessary financing. However, the state is obliged to support the owners. Funds of about 16 Mio Euro are made available each year in the State budget. There is also the opportunity for owners to get tax relief for the maintenance of their listed buildings (§2, §12, §28 DSchG) or of buildings located within the conservation area according to §19 DSchG (§7, Abs. 1, Nr. 4 EStG). 51% of the nominated property is legally protected as conservation area, there are 770 listed buildings in the property mainly belonging to private persons.

The municipality of *Baden-Baden* has an overall budget of about 240 M Euro in 2018/19. Staff resources amount to 62 M Euro. The *Baden-Baden* Tourism Corporation has got an annual budget of 700,000 Euro from marketing resources. The *Baden-Baden* baths and spa administration of Baden-Württemberg has an annual budget for the upkeep and maintenance of the relevant buildings in *Baden-Baden* of 3.7 M Euro.

## 9. *Bad Kissingen*

Within Germany, each Federal State is responsible for provision of financial and human resources for protection of their cultural monuments. The Federal States comply thereby with the high standards which are prescribed through national and international networks.

To a great extent, the property comprises buildings and areas that are owned by the city of *Bad Kissingen* or that are owned by the Free State of Bavaria.

The municipal budget being available for tending, maintaining and further developing the structure of the city, will be determined and fixed each period in accordance with the budgetary situation with regard to the expenses as well as the priority concerning the projects which will be decided and planned, hence this budget is different every year.

The buildings, gardens and parks that are owned by the federal state of Bavaria, are being operated, in part, by third parties. Thus, and for example, the operation of the spa resort installations including the spa resort gardens is carried out by the Bayerisches Staatsbad *Bad Kissingen* GmbH and the service as well as the operation of the golf course is carried out by the independent association Golf Club *Bad Kissingen*. Therefore, investments that are used for maintenance and for continued use of these installations are borne by the operating parties. However, on the contrary, any kind of costs serving for building projects and for refurbishment are borne by the owners. In the case of the Bayerisches Staatsbad *Bad Kissingen* GmbH, it should be mentioned that the City of *Bad Kissingen* participates by holding a 53% portion on the company, whereas the Free State of Bavaria holds a 47% share.

Measures to secure and to maintain the buildings, parks, gardens and the cultural landscape are, to a great extent, publicly financed.

Education- and Interpretation work is financed, in the first place, through municipal funds, and it is carried through and performed by the city's Archive, Culture and Education Department, especially by the municipal archive and by the *Museum Obere Saline*. The Bayerisches Staatsbad *Bad Kissingen* GmbH also makes money available in its annual budget for guided tours for guests and for tours focusing on certain topics, and hence they contribute to cultural development, education and information as well as to the transfer of cultural values.

Moreover, the city of *Bad Kissingen* has made available to its Archive, Culture and Education Departmental budget sum amounting to €120,000 for the year 2018; this money can be used explicitly for the preparation of the serial transnational nomination *The Great Spas of Europe*, including also costs for administration and transfer work.

Fig. 26 presents the annual budget and project-related funds available for heritage protection and presentation in *Bad Kissingen*.

Funder	Institution	Expenses in € material costs or staff structure	Tasks and responsibilities	Year
City of <i>Bad Kissingen</i>	World Heritage Coordination / Site management (Archive, Culture and Education Department, Stadt <i>Bad Kissingen</i> )	120,000	World Heritage application (World Heritage Coordination) Material resources and human resources: Project Management/Site Management	Yearly (for 2017/2018/2019)
City of <i>Bad Kissingen</i>	Archive, Culture and Education Department, Stadt <i>Bad Kissingen</i> ( <i>Kulturreferat</i> )/Cultural Heritage Management ( <i>Heimat- und Kulturpflege</i> )	60,000	General monument and cultural heritage preservation, town cultural heritage specialist, Day of the Open Monument ( <i>Tag des offenen Denkmals</i> ), publications and the "Denkmalroute" (Heritage routes: town history information project)	Budget appropriations (varying yearly) are established on a yearly basis depending on the approved and planned projects
City of <i>Bad Kissingen</i>	Special projects dedicated to the world heritage application		Mobile InfoPoint "Great Spas of Europe" €25,000 (2018) Reference points €15,000 (2019) Symposium "Great Spas of Europe" – History and Development of the Balneology (2019/2020) €30,000  Site study "Weltkulturerbezentrum in <i>Bad Kissingen</i> " (2019/2020) €100,000	
City of <i>Bad Kissingen</i>	Archive of the city of <i>Bad Kissingen</i>	122,000	Running of the <i>Bad Kissingen</i> Town Archive: a documentation centre and centre of excellence for history with a town archive and municipal collections. Archiving records and files. Library ( <i>Amtsbibliothek</i> ).	Budget appropriations are established on a yearly basis depending on the approved and planned projects



			Archive use, user support, guided tours, presentations, publications, documentation of and research into town history, special projects: “The town archive is the memory of our town”	
City of <i>Bad Kissingen</i>	Museum Obere Saline	220,000	Running the museum / museum education / guided tours /special events	Budget appropriations (varying yearly) are established on a yearly basis depending on the approved and planned projects
City of <i>Bad Kissingen</i>	Town Planning	250,000	Producing planning criteria and planning concepts for town and transport planning Preparatory and binding urban development planning	Budget appropriations (varying yearly) are established on a yearly basis depending on the approved and planned projects
City of <i>Bad Kissingen</i>	Facility management	500,000	Building maintenance	Yearly
City of <i>Bad Kissingen</i>	“Monument Routes” project	Overall costs: 85,000	Littmann Tour, Old Town Centre Tour, Spa Tour, Urban Expansion These tours will cover the entire area of the protection zone as well as the buffer zone	2013-2020
City of <i>Bad Kissingen</i>	Service operations for the town of <i>Bad Kissingen</i>	500,000 per year	Maintenance of green space and parks incl. Ballinghain, Chapel Cemetery, Jewish Cemetery, maintaining streets, roads and paths, including service operations costs, costs for external garden maintenance companies and material costs.	Yearly
Bayer. Staatsbad <i>Bad Kissingen</i> GmbH	Bayer. Staatsbad <i>Bad Kissingen</i> GmbH	9,200,000	Investments, maintenance, human resources and material costs (including “Brunnenfrauen” spring water servers and the “Kurorchester” spa orchestra), including park maintenance, guest tours / hikes / cultural education	Yearly
State Building Office	State Building Office ( <i>Staatliches Bauamt</i> )	200,000	Building maintenance for spa facilities <i>Bad Kissingen</i>	Yearly

Fig 28: Presents the annual budget and project-related funds available for heritage protection and presentation in *Bad Kissingen*

Apart from and in addition to the funds granted by the municipal and the federal institutions, private investments made by numerous private owners are of great importance for the maintenance of the property.

These means of financial support contributes to securing and cultivating the historic environment. This means that currently money is being invested in different projects, which is generated from grants from the EU, the federal state, the Free State of Bavaria (Land) and the district. Some of these funds are also available for private owners.

In the future these means of financial sponsoring shall also be used for the maintenance and for the information about the world heritage site. Any possible sponsored money can be received from the following programmes and/or funds:

### **Grants and subsidies allowed from the budget of the Bavarian State Conservation Office**

For preserving, securing and re-furbishing monuments that are not possessed by the state, the Bavarian Federal Authority for the preservation of historic buildings and monuments can give grants and subsidies. These grants and subsidies can be allowed in favour of private persons but also in favour of territorial / local authorities as corporate bodies, or in favour of churches. However, there does not exist any legal claim for these resources but such a decision will rather be made according to priorities and judgement. The sum and the amount of the money sponsored will depend on the significance and the urgency of the individual case, on the financial strength and capacity of the owner of the monument, on the number of the existing applications and petitions filled.

### **Income Tax Act (EStG)**

For the indirect sponsoring of measures in the field of the preservation of historic buildings and monuments, advantages relating to taxation can be made use of. Claiming such tax concessions due to the protection and the preservation of historic buildings and monuments, requires the presentation of a written confirmation to the financial authorities; the authority issuing such confirmations for the objects to be protected in Bavaria, is the Bavarian State Conservation Office for the preservation of historic buildings and monuments. Such written confirmation can only be issued for historic buildings and ancient monuments, as well as for cultural property worthy of protection, both in accordance with the purposes of the Bavarian Law for the Protection and Preservation of Monuments (Monument Protection Law) as well as for measures that have been agreed upon with the Bavarian State Conservation Office for the preservation of historic buildings and monuments, and each time agreed prior to their execution and performance.

### **Act for the Promotion of Urban Construction (Städtebauförderung)**

For the purpose of rehabilitation measures (refurbishment of old buildings) in urban renewal areas, aid for financing made available and given by means of money loans or by means of grants and subsidies, can be made use of. In the scope of this act for the promotion of urban construction even rehabilitation projects situated outside urban renewal areas, can be sponsored certain cases.

### **The Bavarian Compensation Fund (Bayerische Entschädigungsfonds)**

This compensation fund is a state-owned special fund (separate property and assets) that

is administered by the Highest Monument Protection Authority which is the Bavarian State Ministry of Science and the Arts. Contributions to this fund are made by the Federal Free State of Bavaria, as well as by municipalities as the responsible local government bodies. This fund serves to satisfy any claims for compensation being caused and originated by expropriations (art. 18 DSchG – Protection of Historic Building and Monuments Act) or by any other essential material effects and impacts being made onto the property (art. 20 DSchG), and it also serves for the settlement and reimbursement for an unreasonable and unacceptable loss of value (in the terms of money) that may be the consequence of the preservation of an ancient monument / historic building in accordance with art. 4 DSchG.

### **Lower Franconian Cultural Foundation (Unterfränkische Kulturstiftung)**

The purpose of this foundation has been defined and determined in the charter of the foundation, and it comprises, in particular the promotion, as well as the sponsoring of cultural work and local heritage, of education, of matters concerning partnerships, of sports matters, of help and assistance offered to young people (youth welfare), as well as of the cultural well-being of the citizens of the Lower Franconian administrative districts. Currently, this resource amounts to a total sum of 208 million Euros.

### **Foundation of the Bavarian Federal State (Bayerische Landesstiftung)**

This foundation will make available financial means for the repair and restoration of particularly significant and important ancient monuments and historic buildings; the respective works will have to be carried out and performed in accordance with the Bavarian Federal State Authority for the preservation of historic buildings and ancient monuments. The official bodies or institutions being responsible for carrying out and for performing these measures, can be municipalities or any other socially beneficial, non-profit institutions – however not any private persons.

Various projects had been co-financed by means of the following programs:

#### **Bavarian Culture Fund (Kulturfonds Bayern)**

The Kulturfonds Bayern provides financial support educational and cultural projects.

Subsidies of the **Landesstelle für die Nichtstaatlichen Museen** (state office for non-governmental museums)

The means provided by the Landesstelle für die Nichtstaatlichen Museen are granted in order to co-finance projects conducted by Bavarian Museums which aim at the protection and preservation of the cultural heritage. Fundings are granted for museum equipment, for the preservation and maintenance of the inventory as well as on investments aiming on the supplementation of the inventory.

Possible promotion and sponsoring on the basis of means offered by the EU, may be obtained, for example, from the following programmes of the financial framework stretching over several years from 2014 to 2020:

**The programme, Europe for Citizens** promotes and sponsors measures which give information about the EU, its values and its history. Furthermore, this programme contributes to encouraging and supporting the commitment of the citizens by means of debates and discussions, held in meetings of civil society and democratic characters, on subjects and topics about the EU. The programme provides a total budget amounting to 185.47 million Euros.

**The European Agricultural Fund for the development of rural areas** is meant to contribute to improving the competitiveness of agriculture and forestry, to protecting the environment and the rural areas, to improving the quality of life and to diversifying the rural economy, and it is also meant to support as well as to promote local concepts of rural development. This fund provides a total budget amounting to 95,577.05 million Euros.

**Horizon 2020** is available during the period 2014 to 2020 in which the EU will make available an approximate amount of 80 billion Euros to promote and sponsor research, mainly and in the first place by means of the research programme Horizon 2020. This kind of sponsoring and promotion will be provided in the form of financial aid in order to partially finance research projects. Applications can be submitted by universities and research institutions, by scientists, by companies of trade and industry, public institutions as well as federations and associations of EU member states, and also of participating partner countries. Special attention is given to small- and medium-sized companies.

### **LEADER**

In 2001 the local working group Bad Kissingen was founded. This working group realizes innovative ideas in the rural areas and is being supported by the European LEADER program.

Private foundations, too, can be made included in the promotion and sponsoring of future measures. Here and in this context, the role of the **Deutsche Stiftung Denkmalschutz** (the German Foundation for the preservation of historic buildings and ancient monuments) is noted.

The programme *denkmal aktiv* which is realized in schools, promotes the raising of awareness within the context of a school, and the numerous and manifold events performed by the *Denkmal Akademie* offer possibilities to both, laymen and experts.

In addition, financial aids being characterized by a low-level access, e.g. in the form of a local fund, could encourage and stimulate private owners to preserve and to further develop the property also in the future in accordance with the purposes of the protection and the preservation of historic monuments and ancient buildings.

## **10. *Montecatini Terme***

ITALY

### **International level**

There are several sources of financing at the international level, to which Italy can draw on, for the conservation and management about its assets. The Region benefits from grants from the European Union, or rather Structural Funds, distributed to the Member States based on subsequent programmed seven-year periods. In particular, the two main funds available to the Region are:

- ERDF (European regional development fund), which supports programmes of regional development, economic change, strengthening of competitiveness and territorial cooperation throughout the EU. The priorities include research, innovation, protection of the environment and risk prevention.
- ESF (European social fund), which concentrates on four key priorities: growing the suitability of workers and businesses, improving access to

employment and participation in the workplace, reinforcing social inclusion and promoting partnerships for a reform in the field of employment and inclusion.

## **National level**

The majority of the funding for the conservation of the selected Italian heritage comes from the State (through the Ministry for Cultural Activities and Heritage), the Regions, Provinces and Municipalities. These funds cover both the ordinary and extraordinary management of the property, as well as personnel costs.

The Ministry for Cultural Activities and Heritage funds projects to renovate the country's most important protected monuments in the context of a more general national program of works for the conservation of cultural heritage. On the territorial level, the Architectural Property and Landscape Office (the local "Soprintendenza", branch office of the Ministry) have an annual programme of conservation work of the heritage in their jurisdiction.

In Italy, moreover, there is specific funding for UNESCO properties: Law no. 77/2006, which finances conservation and enhancement projects regarding UNESCO properties in Italy and establishes priorities in funding projects within the sites themselves. Moreover, Italy can also be funded by specific programmes, such as: National Operational Programme on Infrastructures and Networks, National Operational programme on Metropolitan Cities, National Operational programme on Enterprises and Competitiveness, National Operational Programme on Governance and Institutional Capacity, National Operational Programme on Research and Innovation, National Operational Programme on Education, and by Regional Operational Programmes.

## **Regional level**

Within the ambit of territorial organisations, the Region owns the widest available funds which they share between the various relevant sectors. These cover specific programmes aimed at issuing funds for planning of the territory, the enhancement of environmental and cultural and landscape heritage. Here, a few of the programmes with which the Regional Authority provides funds are described:

- **POR CREO 2014-2020:** the Regional Operational Programme (POR) of the European Regional Development Fund for the Growth and Employment objective (CREO) is aimed at addressing economic, environmental and social challenges of urban areas by implementing Urban Innovation Projects (PIUs);
- **POR FSE 2014-2020:** the Regional Operational Programme (POR) finances the main policies for employment, education, education and social cohesion. Seven priority areas for intervention of the Regional Operational Program of the European Social Fund 2014-2020 of the Tuscany Region: promote and support young people's autonomy, facilitate the aligning of supply and demand, support territorial development strategies, promote social inclusion, reduce gender disparities, support innovation and the effectiveness of teaching offer, promoting mobility policies to support education.

- Regional Development Programme 2016- 2020 (PRS): guiding tool for regional policies which identifies economic, social, cultural, territorial and environmental strategies of the Tuscany Region;
- PAR FAS Regional Operational Programme 2007-2013: the planning of the Tuscany Regional Authority for the use of the FSC State funds (Development and Cohesion Fund) is defined within the FSC Regional Operational Programme (PAR). The Development and Cohesion Fund is designed to provide programmatic and financial contributions to all the additional national financing interventions, which are aimed at economic and social re-balancing across the different areas of the Country. Within the ambit of the PAR FAS Fund, of the Regional Economic Development Plan (PRSE) and the POR CREO 2014-2020, the Regional Authority contributed to the funding of Città Nuova project for the requalification of the streets and areas of the town centre – Piazza del Popolo and Via Cavallotti (Regional Authority: € 532,901.97; Municipality of Montecatini: € 803,098.03);
- Regional Economic Development Plan (PRSE): it is the instrument with which the Region plans the implementation of economic policies for the four-year period 2007-2010 on industry, crafts, trade, cooperation, tourism and the secondary and tertiary sectors;
- Pacts for Local Development (PASL): they are intended to promote inter-institutional cooperation and to enhance methods of government based on the empowerment of all actors operating in the region. One of the main strategic lines of action related to *Montecatini Terme*, on which it is focused the PASL, is the launch of initiatives for the realisation of an economy system of wellness and health, supporting the actual renewal of the Terme di Montecatini;
- Integrated Plan of Culture (PIC): is the tool to plan interventions on cultural and landscape assets, cultural activities and performances.

Moreover, there are several other bids that the Regional Authority offers, which are related to environment and territory, agriculture, culture, tourism and tertiary sector, young and female business and SME.

## Local level

The Municipality of Montecatini sets aside funds for maintenance, recovery and enhancement of the property.

The town of Montecatini regularly includes into its budget expenditures related to the maintenance of spa town items. Among the planned interventions within the component part which are financed by the Municipality, there is the acquisition, the renovation and the creation of a museum centre about the spa within the Palazzina Regina (Total € 5,250,000: € 5,000,000 State funds; € 250,000 Municipality funds).

The maintenance of green areas is another important aspect of the spa town financed by the Municipality of Montecatini. The service for the maintenance of public green areas,

provided for a period of three years, corresponds to 1,525,000 Euros (2018-2020). The service for the green areas maintenance includes also activities of mapping, census, visual and instrumental analysis of the municipality's arboreal heritage, parks and tree avenues. The extraordinary maintenance of the sidewalks and pavements of various municipal roads was € 600,000 for year 2013, € 200,000 in 2014, € 200,000 for the year 2015 and € 150,000 in 2016 and € 190,000 in 2017. On the other hand, regarding the acquisition, recovery and replanting of the Public Park (pine forest) € 600,000 in 2013, € 1,500,000 in 2014, € 1,500,000 in 2015. Moreover, the Public Park has received further resources in 2017-2020 for a total of € 1,000,000.

Moreover, *Montecatini Terme* invests in the maintenance of its spa town image by establishing strategic conventions (with Fondazione Sistema Toscana, Florence Convention bureau and Toscana Promozione) for the redefinition of the tourism promotion of the town both locally and internationally (in 2016 € 120,000); by creating and supporting sports events (in 2016, € 600,000 and in 2017, € 325,000) and cultural activities and facilities (in 2016, € 667,000 and in 2017, € 560,000).

Regarding the process of candidacy for *The Great Spas of Europe*, *Montecatini Terme* has allocated about €140,000 since 2012.

Finally, there are a number of private subjects who provide funding to carry out projects to conserve and enhance the cultural heritage and to improve the territory's attractiveness from a touristic point of view. In this regard it is important to highlight the role of the Cardelli family which manages the funicular of Montecatini at a cost of about € 300,000 per year.

Furthermore, the contribution of banking institutions, as for example the Fondazione Cassa di Risparmio and Fondazione della Banca di Credito Cooperativo Valdinievole, is highly important, as they are often sensitive to the maintenance of projects and cultural events and interventions to recover prestigious architectural property and art items, and issue grants through bids or direct transfer to territorial organisations or private subjects.

## 11. *City of Bath*

Management of the *City of Bath* World Heritage Site by Bath and North-East Somerset Council is funded from receipts from the Domestic Rate, rents from its estate and tickets sold *inter alia* at the Roman Baths Museum, the Assembly Rooms and Sports Centre. Other heritage projects may be assisted with contributions from Bath and North-East Somerset Council and grants from the Heritage Lottery Fund and Historic England. Examples of these include current restoration work on the Abbey, bringing forward the Archway Project to provide a World Heritage Centre and Learning Centre and this is expected to open in 2020.

Heritage both generates and requires funding. Whilst the focus is often on the need for funding to ensure proper management, the income derived from heritage warrants consideration. Income collected from entrances to the Council's museums is a strategic resource for the authority and represents a direct contribution to its finances from the local tourism economy. The economic impact survey undertaken by the University of Bath in 2012 indicated that the Roman Baths alone levers £107 Million per annum into the local economy. There are also indirect contributions via parking fees and the impact on rental values of Commercial Estate.

UNITED  
KINGDOM

Up to 1996 Bath had benefited greatly from a forty-year long programme providing grants to owners to repair listed buildings and was funded jointly by central and local government. It is difficult now for private householders to obtain financial assistance through grants for building maintenance or its repair. However, funding does exist for charities and 'not-for-profit' groups for repairs to buildings and this support is conditioned generally to insisting on high standards of workmanship. The projects that benefit from this funding subsequently embark on extensive conservation work including training volunteers in special conservation techniques. The World Heritage Enhancement Fund has also promoted and enabled conservation projects to meet a high standard.

Public sector finance is expected to continue to be under pressure during the period of the Local Management Plan period. The Council is currently managing a £38m funding shortfall due to central government grant reduction, inflation on existing contracts, pay, pension and national insurance increases and an ageing population requiring more care. Therefore, there is an increased expectation for all Council service areas to maximise efficiency and explore new funding mechanisms. Nevertheless, the Council expects to continue the existing level of support to sustain the World Heritage Site of the City of Bath and the budget committed to preparing *The Great Spas of Europe* nomination and this will be maintained. Monitoring of the existing World Heritage Site has been undertaken with the periodic review and existing monitoring arrangements and the monitoring of "Bath as a spa" in *The Great Spas of Europe* nomination can be undertaken within this.

The enhanced significance of Bath as a spa that has been identified in this nomination is expected to attract additional stakeholders and partners who will develop, and fund additional interpretation and marketing initiatives.

Protection of the outstanding universal value is heavily dependent upon financial resources that are available to all stakeholders. In recent years significant funding has come from the Heritage Lottery Fund (HLF). The fund records 161 heritage projects in Bath and environs that have been grant aided from 2009–14. These include the Holburne Museum, 1a Royal Crescent, Kennet and Avon Canal, Beckford's Tower and the Beau Street Hoard (of Roman coins). Significant HLF projects underway include Bath Abbey 'Footprint' project and the Bathscape Initiative which has benefited from HLF funding which with matched funding from stakeholders will provide £2.2m for projects to rejuvenate the countryside area and therapeutic landscape around the city over the next five years. The Roman Baths 'Archway' learning and World Heritage Centre and this is expected to open in 2020. Action during the plan period will aim to maintain and increase levels of funding, and to coordinate funding bids originating within the World Heritage Site where possible. The Cleveland Pools project, the oldest outdoor public swimming pool in the UK, dating from 1815 and run by a charitable trust, is awaiting the result of a bid to the HLF for £4.7m to conserve and restore the pools for public swimming.

## **The World Heritage Enhancement Fund**

The World Heritage Enhancement Fund was established in 2009. This grant fund is operated by a partnership between the World Heritage Site Steering Group, the Council and Bath Preservation Trust. It aims to:



- initiate and organise minor enhancements to Bath's heritage;
- assist and encourage others to undertake such work; and
- organise volunteers for the same purpose.

Funding comes from an annual allocation of £25,000, from the Council, The Bath Preservation Trust allocates £5,000 and there are generous contributions from a sequence of Steering Group Chairs. They have chosen to donate the (£5,000) annual stipend attached to their role to the Fund. This gives an annual budget of approximately £35,000.

From 2009 the Fund has supported over 40 projects. The Fund's volunteers have cleaned and repaired over fifty items of historic street furniture. Projects include support for community initiatives, addressing historic 'buildings at risk', restoring historic canal features and interpretation initiatives including maps, walking trails and a Smartphone 'app'. In most cases the Fund provides a contribution toward total project costs and will look to draw in match funding. The multiplier effect of the funding is therefore significant and in times where budgets within individual organisations for discretionary works are reducing, this partnership approach has proved very successful.

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