



Regeneration of Parks as Integral Part of Historical Heritage

Green Heritage

Priority 2 Common challenges

Measure 2.2 Preservation and promotion of historical heritage and support to local traditional skills





Short summary of the project

Cultural heritage has immense significance for the maintenance and development of social, political, ethnic and philosophical values of people and nations. Estonia, Latvia and Russia are endowed with rich cultural heritage.

There are numerous manor houses, palaces, mansions, castles in the project area in Latvia, Estonia and Russia. Many of these historical buildings have been restored and host museums, hotels, exhibition halls, also schools and other public institutions. Parks of manors are integral part of the whole historical heritage site, but unfortunately, due to limited capacities and financial resources, parks as "green heritage" remain undeveloped and ineffectively used.

The current project has selected several pilot-areas to be included in the project activities in order to support regeneration of the parks. They are the park of Mansion museum Rozhdestveno and the mansion "Suyda" of the Gatchinsky district in Russia, Red palace (Sarkanā pils) park in Gulbene, Latvia, and Sillapää Castle in Rāpina, Estonia. Elaboration of technical documentation for these sites will support further development of the parks and their restoration and transformation to the attractions available for the local residents and visitors.

The project is based on the idea of the formation of parks as places for cultural activities and popular recreation aiming at the same time at supporting local business activities. Local producers and craftsmen need better opportunities to compete in the harsh market conditions to survive. They currently have no direct access to potential purchasers - tourists and visitors. The project activities will attract tourists to the project regions and bring tourists close to the craftsmen and the producers, involve local producers and craftsmen into the events and happenings around the parks more actively. Culture events will show to the local communities and visitors huge potential of parks. Increasing the amount of visiting tourists in the project region will foster local craftsmen's and local producers' competitiveness, enhancing overall living standards of the region.

Overall objective

To lay grounds for the regeneration of the parks of manor houses in order to increase the role of parks in the wellbeing of local communities

Specific objectives

- ✚ To elaborate technical documentation for the further development of manor houses' parks
- ✚ To strengthen cooperation and experience exchange among the landscape designers, historians, garden specialists, owners and managers of manor houses complex for the better regeneration of parks
- ✚ To organize cultural events in the parks in order to attract visitors and to promote local producers and craftsmen and preserve traditional skills
- ✚ To promote project area as rich cultural and historical heritage tourism destination.

Beneficiary

Vidzeme Tourism Association (Latvia)

Partners

- ✚ **Gulbene Municipality Council** (Latvia)
 - ✚ **State Budgetary Institution of Culture of the Leningrad Region "Museum Agency"**(Russia)
 - ✚ **Rapina Municipality Government** (Estonia)
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Expected results

+ **Improvement of the management of the parks:**

- 3 joint workshops, 1 event in each country - Latvia, Estonia, Russia, for the architects, landscape designers, historians, gardening specialists (up to 25 - 35 participants in each event);
- 3 experience exchange visits for managers and owners of culture heritage sites (each partner state hosts 1 exchange visit with 10-15 participants in each);
- Implementation plan "Culture and Heritage in parks" elaborated to identify the actions supporting regeneration of parks in Vidzeme region.

+ **Technical documentation for reconstruction** of manor houses parks and small infrastructure elements of parks:

- Historical Main gate of Gulbene Red Palace park necessary to restore historical view of the park;
- Parks of mansions «Rozhdestveno» and «Suida»;
- Historical track of the manor park surrounding the Sillapää manor house.

+ **Promotion of project area as rich cultural and historical heritage tourism destination:**

- Culture heritage tourism map;
- Participation in 3 tourism exhibitions in Tallinn, Riga and St.- Petersburg;
- Journalist visit to promote culture heritage sites.

+ **Involvement of local producers and craftsmen** into the events, happenings around the parks and organization of culture events, showing great potential of parks:

- 4 1-day training events for local producers, craftsmen and experts (each event with up to 25-35 participants) - lecturers will be attracted and will prepare handouts - training materials available online on the web;
- 3 1 or 2-days cultural events involving local producers, local culture groups, partners representatives.

Final beneficiaries

- + Local communities of the project territory
- + Tourists and visitors

Duration

18 months

Budget

Total budget: 297 094,00 EUR

Programme co-financing: 267 384,60 EUR (90%)

Project co-financing: 29 709,40 EUR (10%)

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