



HerO

Heritage as
Opportunity

Project Meeting in Graz, 19-20 March 2009



EUROPEAN UNION
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Investing in your future



Cultural Heritage Integrated Management Plans

Operational and Organizational Structures (Management System)

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★ Example from Regensburg: The "Altstadtbus"



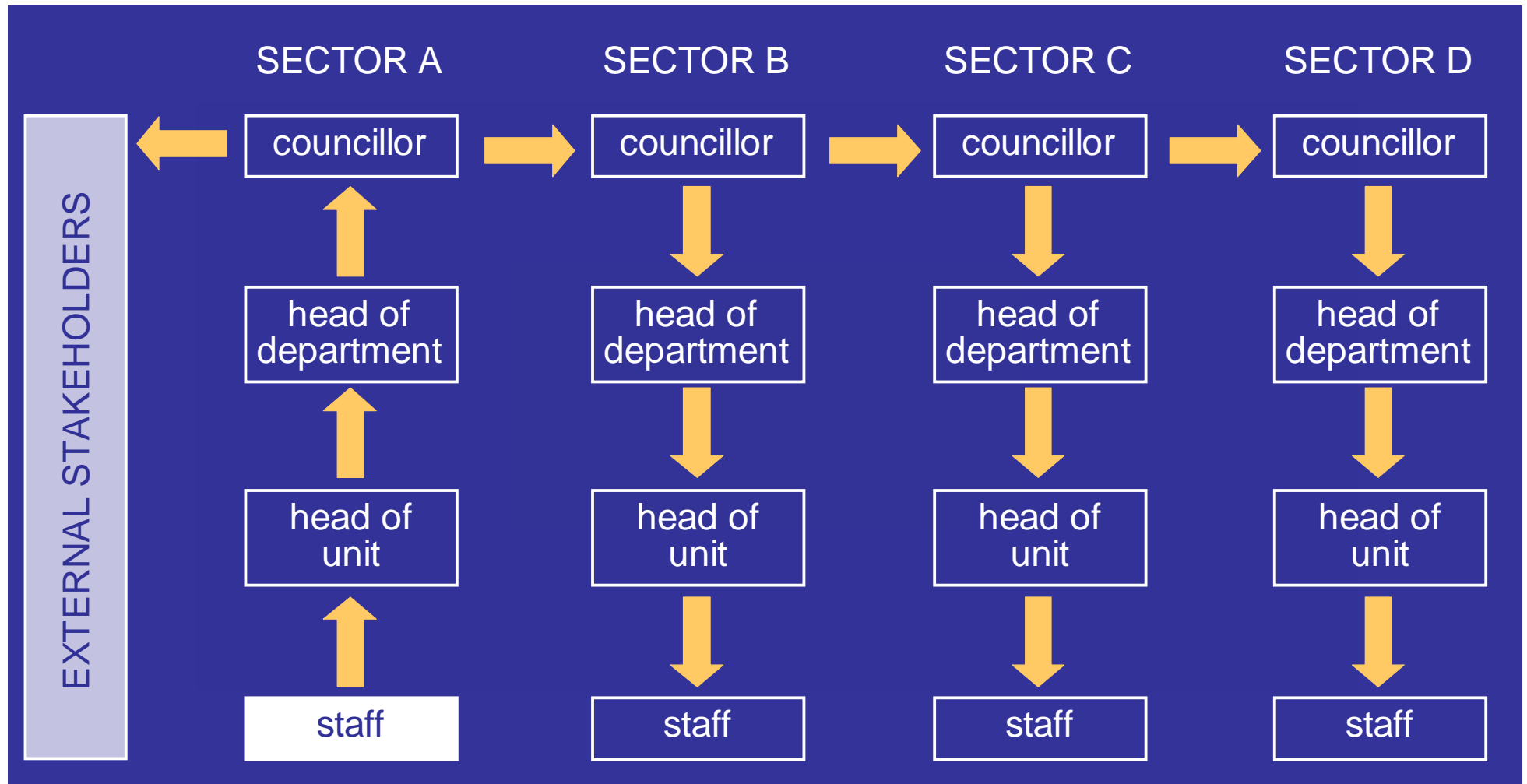
★ Example from Regensburg: The “Altstadtbus”

Stakeholders concerned:

- inhabitants of the Old Town
- visitors
- shop owners
- elderly and handicapped people
- conservators
- town planners
- pedestrians
- etc...



★ Operational and Organizational Structures in a Municipality



★ Operational and Organizational Structures

This communication channel:

- is the common way of communication and co-operation in municipalities
- is applied for defining important objectives and elaborating strategies
- is applied in Regensburg e.g. for elaborating development plans
- very often does not lead to satisfactory results as lots of information is lost „on the way“
- takes a very long time
- implicates conflicts between different interest groups
- is not flexible

★ Operational and Organizational Structures

➔ Problem: many topics a municipality has to deal with are cross-sectoral issues which need to be handled in an interdisciplinary and integrated way.

★ Ideas for improvement

COORDINATING UNIT ★

establishment of a coordinating unit for cultural heritage issues as a connecting link between all stakeholders concerned

STEERING COMMITTEE ★

establishment of a steering committee for cultural heritage issues

high-level representatives with power of decision

regular meetings

WORKING GROUPS ★

direct contact and exchange between all relevant stakeholders

face-to-face interaction

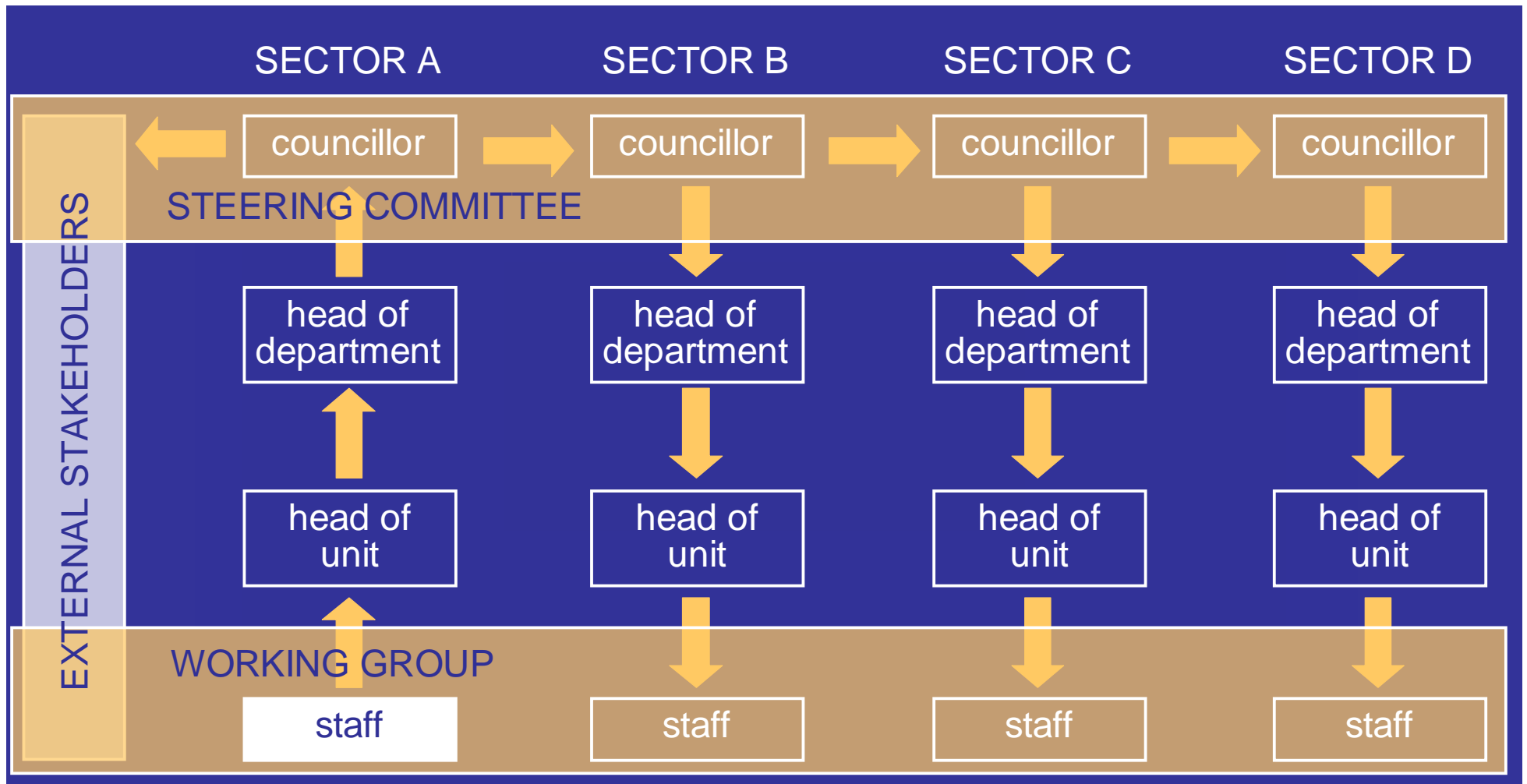
conjoint discussion of problems

conjoint development of strategies and solutions that meet the needs of all parties concerned

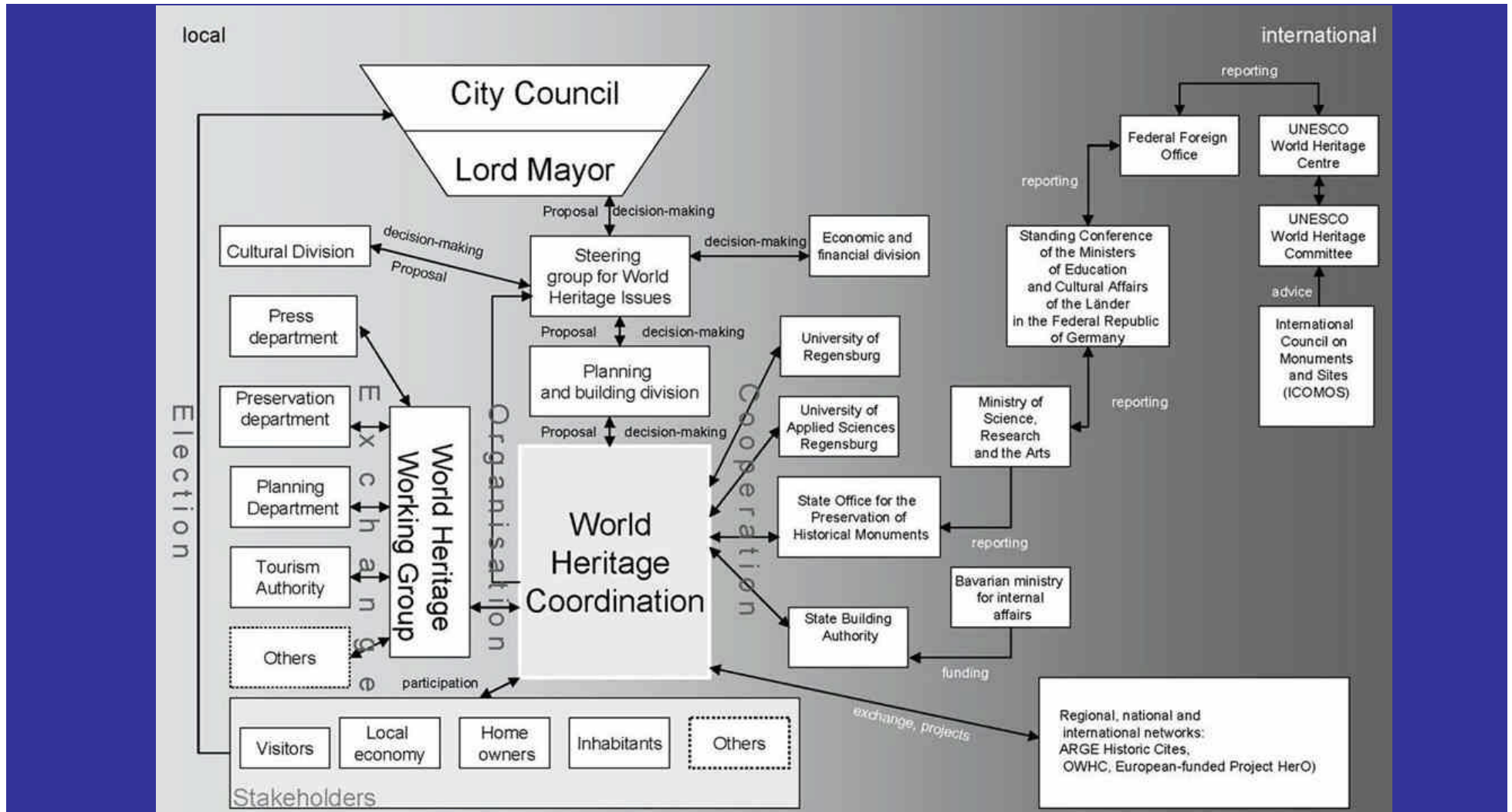
definition of common aims and creation of a common spirit

regular meetings

★ Operational and Organizational Structures in a Municipality



★ Operational and Organizational Structures



★ Operational and Organizational Structures



Examples from Graz, Liverpool, Regensburg

★ Summary – lessons learnt

- ✓ Cultural heritage management is a cross-sectoral topic that affects many stakeholders and municipal departments
- ✓ Good examples for integrated management structures are e.g.
 - regular meetings with a working group
 - establishment of a steering committee
 - establishment of a coordinating unit for cultural heritage issues
 - defining common aims and creating a common spirit
 - conjoint discussion of problems
 - conjoint development of strategies that meet the needs of all parties concerned
 - regular information of stakeholders concerned

★ Workshop on „Organizational and Operational Structures“

During the workshop this afternoon we will

- ask you about operational and organizational structures in your cities relevant in terms of cultural heritage management and the elaboration of the management plan
- conjointly discuss problems and develop ideas how to improve communication channels within the municipalities





Thank you for your attention.