

MANAGEMENT PLAN  
OF THE GARDEN AND CASTLE IN KROMĚŘÍŽ  
**UPDATE 2021 - 2025**



**Contractor:**

EKOTOXA s.r.o.

Fišova 7, Brno, 602 00

NATIONAL HERITAGE INSTITUTE

Department of Kroměříž

Sněmovní náměstí 1, Kroměříž, 767 01

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## INTRODUCTION

The Management Plan and its updates are an important tool for managing and ensuring the effective protection of exceptional world heritage site inscribed on the UNESCO World Cultural Heritage List. The gardens and castle in Kroměříž are just such an estate, with exceptional world value, inscribed on the UNESCO World Heritage List in 1998. It is a serial estate consisting of the archiepiscopal castle with the Castle Garden (Podzámecká zahrada) and the Pleasure Garden (Květná zahrada).

The Management Plan represents an effective tool of professional and conceptual care of this world heritage site. It was originally prepared in 2009 and updated in 2020. The update of the Management Plan was prepared on the basis of the material "Recommended Structure of the Management Plan - Plan for the Management of Properties Inscribed on the World Heritage List", issued by the Ministry of Culture in 2011, and in connection with the annual monitoring reports for the years 2010 - 2021. The updated Management Plan was commented on by the National Heritage Institute, was discussed and approved by the Steering Group on 31 October 2022.

The updated Management Plan for the period 2020-2025 emphasizes the necessity to indicate the current needs of the estate ensuring effective protection and transparency. For the updating of the Management Plan, it was crucial to have an excellent cooperation between the site manager and both the Steering Group and the National Heritage Institute.

The updated Management Plan is a consolidated document, containing both an analytical and a design part, reflecting the development of changes in ownership relationships and responsibilities and, above all, the interest of all actors who play significant role in quality care for this exceptional world heritage estate. The basic prerequisite for the Management Plan to function in a proper way is the involvement and interest of the owners, relevant professional workplaces, representatives of the city of Kroměříž and the UNESCO Club in Kroměříž.

You can find more information on the UNESCO world heritage site **Gardens and Castle in Kroměříž and its outstanding universal value** here: <https://whc.unesco.org/en/list/860/>

## **THE MAIN OBJECTIVES OF THE MANAGEMENT PLAN**

- Contribution to the effective care of the world heritage site;
- Continuation of the planned restoration of the area according to the procedure of urbanistic and functional plan, so called "General of the National Centre of Garden Culture (NCZK) on the grounds of the Archbishop's Castle and Gardens in Kroměříž" approved in 2008. The General connects the development of making the castle, its historical artistic collections and the gardens accessible to public. It interconnects these parts into operational units and creates conditions for the interaction of education and study of history. It creates the best possible conditions for financing of the monument from the tourism income;
- Introduction of the principles of the Declaration of Sustainable Cultural Activity into the administrative processes of all parts of the site;
- Unification and coordination the presentation of the monument site as a whole towards tourism.
- Maintaining the vision of the NCZK project even after the expiration of the sustainability period in order to educate and preserve expertise for the future care of the world heritage site. The NCZK project ended at the end of February 2020, but its experience continues to be in use by the Methodical Center of Garden Culture in Kroměříž, which continues its activities in the principles set by the NCZK and further develops skills and knowledge to ensure that gardens keep their historic authenticity in the future.

## **LONG-TERM GOALS OF THE MANAGEMENT PLAN**

- Preparation of a new General of the restoration of the world heritage site for the next period, consistent with the current General Plan of the National Center of Garden Culture in the Area of the Archbishop's Castle and Gardens in Kroměříž
- Establishing the principles of ecologically friendly management
- Stabilisation of the multi-source financing of the monument and create common (pooled) funding sources
- Work on the development of the regional infrastructure in a way that supports the protection and development of the world heritage site

## **PERIODIC EVALUATION OF THE FULFILLMENT OF THE MANAGEMENT PLAN**

Rather than a static document, the management plan is a process that requires ongoing assessment. The Steering Group evaluates the Management Plan continuously by monitoring the fulfilment of the goals, the implementation of the project and the mutual cooperation of the interested entities.

### **Approval and implementation of the Management Plan**

The completed Management Plan was reviewed, discussed and approved by the Steering Group. Subsequently, the Management Plan was sent to all owners, the relevant municipalities, the National Heritage Institute and other members of the Steering Group, so that they could use it according to their competences, possibilities and their relationship to the estate. The implementation phase began with the approval of the Management Plan. The Steering Group deals with the evaluation of implementation at its regular meetings. The site manager is responsible for submitting the evaluation proposal (implementation report). After its approval by the Steering Group, the summary report on the implementation for the calendar year is sent to all the statutory bodies of the members of the Steering Group.

### **Basic budget for fulfilling the management plan**

Financing of individual events and projects is determined by the budget of the owners, investors, and will be gradually supplemented in the form of attachments.

  
Michaela Šojdrová  
Site Manager

Kroměříž, 28<sup>th</sup> September 2023