

TAKING
COOPERATION
FORWARD

 **ForHeritage project (CE1649)**

 **Management plan -pilots in Rijeka 15.09.2021**

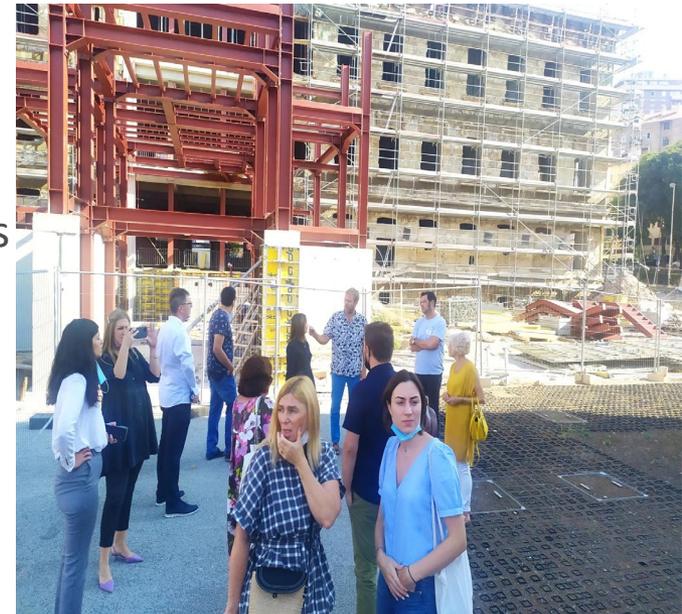
 Partner: City of Rijeka
Ksenija Batelic

PILOT SITE - BENČIĆ COMPLEX CITY OF RIJEKA



WORKSHOP AGENDA

- 09: 30-10: 15 tour around the location of the Benčić complex (gathering on the ground floor of the Children's House)
- 10: 15-10: 45 introductory lecture on the Benčić + coffee
- 10: 45-12: 30 group work
- 12: 30-13: 00 lunch
- 13: 00-14: 00 preparation for presentation of group works
- 14: 00-14: 30 conclusions of the workshop outcome



WORKPLAN OF THE WORKSHOP

- 4 tables / 4 working groups

➤ PHYSICAL MANAGEMENT

➤ PROGRAM MANAGEMENT

➤ FINANCIAL MANAGEMENT

➤ MARKETING



- 4 people by table (lead facilitator + 3 participants)

- Cirkular approach- 2 participants from each group circling in each

- moderator of the workshop



WORKPLAN OF THE WORKSHOP

PARTICIPANTS:

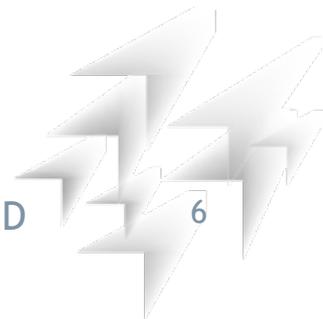
Profesionals and representatives from neighborhood

- Event managers
- Tourism and Hospitality professionals
- Architects
- Representative of the institute
- Local neighborhood representatives



SUMMARY AND CONCLUSION

- Short meetings with facilitators
- Consolidated conclusions of every group
- Management plan by mid October



CONCLUSION OF THE PHYSICAL MANAGEMENT GROUP

- open especially when most citizens don't work
- Commercial and non-commercial management
- Involve and use all physical aspects of the external space of the Benčić complex
- Horticultural arrangement
- financing of the complex through several sources of public funds (state, city) as well as commercial content or sales programs
- commercial activities, concert activities, exhibitions, seminars, food and drink festivals
- Develop brand and identity- one name to denote one brand.
- fusion of art and landscape.



CONCLUSION OF THE PROGRAM MANAGEMENT GROUP

- breakfast or lunch in nature, reading books or exercise
- proposed to install deck chairs or comfortable chairs
- management by an external organizer, advertising agency, concessionaire based on a public tender, etc.
- number of commercial and non-commercial events should be defined and determined in advance, as well as the criteria for what may and may not happen in the neighborhood
- more programs that enable humane living for residents to involve them in the daily events of the Benčić complex
- outdoor programs to ensure a constant influx of people



CONCLUSION OF THE FINANCIAL AND MARKETING MANAGEMENT GROUP

- Commercial and non-commercial management
- space for commercial purposes (children's winter and summer camps, event events related to congress tourism, private events, space rental)
- revenues generated by the complex should remain in the complex (parking)
- marketing activity that can be performed by the director / manager for events / head of commercial operations within the institutions, consolidated for all institutions
- guide or contact person in the Complex who is informed and communicative to give relevant information



CONCLUSIONS AND ACTIONS

- **Short - term actions** (December in Benčić-event that would take place on the square of the Benčić complex with various activities for children, youth and the elderly. Visitors will be surveyed on various topics in order to better analyze the pilot project and collect important information related to the management of the Benčić complex, which will be well considered when deciding on the management model)
- **Mid - term actions** (brending and visual identity)
- **Long - term actions** (person - manager responsible for the whole complex)



THANK YOU FOR YOUR TIME !

