

MOMAr On-Line Thematic Seminar 2 “Heritage further than tourism”

Good and Challenging Practices Groningen

Good practice 1 Groningen: Layered infrastructure of cooperation in landscape and heritage development plan 'Maarhuizen'

<p>Short summary of the practice (160 characters)</p>	<p>Groningen has an extensive network of private individuals, entrepreneurs, non-profit organizations and governments who are committed to the restoration, conservation and development of heritage, spatial quality and landscape. The unique "DNA" of the landscape of Groningen is also a breeding ground for the tourist-recreational offer in the province. It offers opportunities for growth in employment and entrepreneurship. In this Good Practice we zoom in on this network as a Model of Management and look at the opportunities and possibilities for the mutual reinforcement of heritage with economy of leisure. The Good Practices of the Cultural landscape of Maarhuizen is described in more detail as a practical example.</p>
<p>Detailed information on the practice (1500 characters)</p>	<p>In the Province of Groningen you will find an extensive network of people and organisations who are committed to the restoration, conservation and development of heritage, spatial quality and landscape. Cooperation and cocreation within this network results in a large amount of practices where new uses are developed for heritage that has lost its original founding purpose. And is thereby given a sustainable future. In this good practice we describe one of those practices as an example of many more: the cultural landscape of Maarhuizen. But first more about the layered infrastructure of cooperation in Groningen.</p> <p>Within this network we can differentiate into:</p> <p>Private individuals and entrepreneurs - an estimated 80% of heritage in the Province of Groningen is owned by private individuals. Owners of monumental heritage buildings are united in the Groningen Monument Owner Association (VGME).</p> <p>Regional and local government - Dutch government has a facilitating role in restoration, conservation and development of heritage by providing subsidies, drawing up and implementation of policies and facilitating in advice and knowledge. The government itself hardly owns any heritage - and mostly only for their own use.</p> <p>Heritage foundations: Foundation Old Churches of Groningen (owns 95 old churches), Foundation Groninger Landscape (owns 35 National classified heritage monuments), 'Natuurmonumenten', 'Staatsbosbeheer' among others. These foundations own, restore, maintain and develop heritage and the cultural landscape.</p> <p>Affiliated agencies: also committed to heritage by facilitating knowledge, providing assistance to multidisciplinary and participatory processes, research, marketing etc. Libau, Marketing Groningen, University of Groningen, University of Applied Sciences Hanze Hogeschool.</p> <p>Funding: private funds, National funds for restoration, Prins Bernard Funds of Culture, etc.</p> <p>And this list is not complete; in relation with the topic 'tourism' even more</p>

	<p>can be mentioned. But it does give an idea of the extension of the Groninger infrastructure regarding the protection and development of heritage and cultural landscape.</p> <p>How does this infrastructure of cooperation work in practice? Practical example: Cultural landscape of Maarhuizen.</p> <p>Maarhuizen is a small dwelling with some farmhouses and a historic graveyard on a man-made hill, typical for the cultural landscape of this part of Groningen. It's unique geomorphological and historic agricultural structures are still visible in the landscape. The archaeological value is very high. One of the farmhouses is the 16th century 'Enne Jans Heerd', a national monument which has lost its purpose when the last farmers left. To safeguard this complete cultural ensemble various parties (Foundation Staatsbosbeheer - the owner, two private managers, architects: Onix and LAOS) work together with the support of several other organisations and forms of funding. In order to maintain the building and the surrounding cultural landscape for the future, a combination is made between redevelopment from agricultural to a cultural, ecological and tourist objective. Making the building more sustainable, with innovative restoration options and all this while preserving, restoring and further development of heritage and the surrounding cultural landscape.</p>
<p>Resources need (300 characters)</p>	<p>This major project in which landscape, heritage, archeology, ecology and tourism are all covered for a larger area, can be made possible thanks to a wide variety of funding streams. The project costs are estimated 4 million euro. Funding is found in several different resources: subsidy's, private funding, crowdfunding and several funds. Also in this, besides the shared knowledge, expertise and efforts, the layered infrastructure of cooperation shows its value. Funds are often one-off, temporary and specific to a subject or region. Together with many parties it becomes possible to make use of these financial possibilities. From an economic perspective on the long term the development must become profitable by exploitation of the Farmhouse as a cultural center.</p>
<p>Time scale (start/end date)</p>	<p>Start: 2017 Estimated start renovation and redevelopment: spring 2021 Ongoing process</p>
<p>Evidence of success (result achieved) 500 characters</p>	<p>A project plan for transformation of the complete cultural landscape of Maarhuizen has been established. Preparations for the renovation of the farmhouse into a multifunctional cultural center with sustainable and innovative solutions has started. with requesting permits and funding. Archeological, ecological research has been done on the surroundings. Many forms of funding are requested. Realization is planned for the next two years.</p> <p>Many affiliated agencies are interested in cooperating in this project: University of Groningen, University of Applied Sciences Hanze Hogeschool, Marketing Groningen, institutions for nature and arteducation, surrounding farmers and leisure companies.</p> <p>Small pilot projects have been started, for instance study projects for students</p>

	Landscape history and art students.
Challenges encountered (optional) (300 characters)	<p>A challenge is the wide range and the complexity of the project which means that several government layers and departments are involved. Sometimes the given advice or restrictions are contradictory. With some coordination from the county of Groningen we were able to bring the different departments and policy areas together and tackle this contradictions.</p> <p>Another challenge is the funding. Some funds are restricted in time and have specific conditions which are sometimes conflicting. Because of the complexity of the project it is dependent on external funding, but it takes a lot more time to have the budget covered.</p> <p>The last challenge is the fact that the main goal of the project is to preserve Maarhuizen and make this a public place. But to make the project futureproof a revenue model is needed. So a business model was developed for the project. In funding and in the public debate this sometimes makes it difficult for people to comprehend what type of project this is: is it a commercial or a social project?</p>
Potential for learning or transfer (1000 characters)	<p>What we would like to learn more is how we could share the history of the landscape in an interesting way, if there are any good examples we could learn from.</p> <p>We have no experience with European subsidy's. We are interested if there are any European subsidy's that are relevant for this project.</p> <p>Lessons we would like to share is:</p> <ul style="list-style-type: none"> - Placemaking: from the beginning we started with this project we invited people to come to Maarhuizen. We started with activities already. We shared our ideas and asked people to share their ideas. This resulted in a great deal of involvement among a wide range of parties. - Building and landscape integrated: in the plans we developed we always connected the farmhouse Enne Jans Heerd with the surrounding landscape. These two elements strengthen each other. - Coalition: a big coalition of parties is involved in this project which is a key-factor for success
Further information (website)	<p>https://ennejansheerd.nl/</p>
Keywords related to your practice	Layered infrastructure of cooperation, complete cultural landscapes, re-use heritage and tourism

