



KEEP ON
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European Union
European Regional
Development Fund

Financing, management and innovative aspects of cultural heritage based on the example of the Royal Castle in Chęciny

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The Royal Castle in Chęciny



- The Royal Castle in Chęciny was built on the ridge of a rocky hill (367 m above sea level), at the turn of the 13th and 14th centuries.
- The fortress was a high-ranking object, a centre of political life, where the congresses of noblemen and knights were convened.
- The fortress has also served as a prison since the end of the 14th century.

- The castle was the residence of royal families, queens and widows.
- During the Zebrzydowski's rebellion in 1607, the castle was significantly damaged.
- In 1610, the starost of Chęciny and crown swordsman Stanisław Branicki renovated the castle, partly extending it.
- In the era of the Swedish 'Deluge', the fortress in Chęciny was destroyed and rebuilt.
- After the Third Partition of Poland the castle started to fall into ruin.
- The castle walls suffered greatly as a result of the activity of the local people, who obtained material for building from here and from artillery fire during the First World War.

The Royal Castle in Chęciny

- The first conservation work on the castle ruins was already carried out in the 1880`s
- In 1947, the provincial conservator entered the ruins in the register of monuments and classified it in the first, highest group in the country.
- As a result of further work, carried out between 1948 and 1949, the castle towers were renovated. All the time, works were carried out to protect the object as "permanent ruin".
- Until 2010, the Royal Castle in Chęciny was leased to a private entity.
- Since 2011 the Royal Castle in Chęciny has been managed by the Municipality and the City of Chęciny.
- In 2014, an Organisational Unit of the Chęciny Commune and Town, called the Royal Castle in Chęciny, was established to manage the ruins.
- Until 2015, a project was carried out, as part of which a comprehensive revitalization of the Castle and the Castle Hill was carried out.



The Royal Castle in Chęciny - before renovation



- **The castle was neglected.**
- **The tourist traffic did not bring the expected financial results.**
- **The walls of the Castle fell into complete ruin.**
- **The tourist facilities in Chęciny were negligible.**

Revitalization of the Royal Castle in Chęciny

Project title:

"The Royal Castle in Chęciny - a historic place of the power of the Świętokrzyskie Land - complex development of the Castle Hill and organization of a supra-regional event "Siege of the Chęciny Fortress"

The project was co-financed within the framework of the Regional Operational Programme of the Świętokrzyskie Region for 2007-2013; Priority Axis 2 - Support for innovation, building an information society and increasing investment potential of the region; Measure 2.3 - Economic and tourist promotion of the region.

The revitalization of the Royal Castle in Chęciny cost nearly **PLN 8 million /approx. 1,8 mln Euro/**, of which PLN 6.5 million was financed by the municipal authorities from EU funds. The own contribution of the Municipality and the City of Chęciny was PLN 1.6 million.

Revitalization of the Royal Castle in Chęciny

During the construction works...



Revitalization of the Royal Castle in Chęciny

As a result of the project:

- The treasury and the castle chapel were renovated.
- A square tower (western tower) was made available for tourist traffic.
- The Castle Hill has been tidied up.
- The car park and the roads leading to the castle were rebuilt, with numerous carved figures connected with the history of the town.
- An interesting light illumination was installed.
- A medieval well was rebuilt.



Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



SQUARE TOWER
MEDIEVAL WELL

Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



UPPER CASTLE

Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



ENTRY FROM THE WESTERN SIDE

Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



LOWER CASTLE

Revitalization of the Royal Castle in Chęciny

BEFORE



UPPER CASTLE

AFTER



Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



**CASTLE
HILL**



Revitalization of the Royal Castle in Chęciny

BEFORE



AFTER



EASTERN GATE

Revitalization the Royal Castle in Chęciny



As a result of the project:

- Tourism promotion of the region has flourished,
- Through comprehensive development of Chęciny Castle Hill, the historical and cultural potential of the city has been enriched,
- The tourist attractiveness of the city and region has been increased,
- Tourist traffic in the castle and the region has increased,
- The broadly defined tourism infrastructure has been developed,
- The Royal Castle in Chęciny has become one of the most frequently visited monuments of this type in Poland.

The Royal Castle in Chęciny



The revitalization of the Castle and the development of the Castle Hill allows for visiting valuable cultural and natural areas of the Chęciny Commune. The revitalisation also has a significant impact on improving the quality of life of the inhabitants and shaping a positive image of the region.

OPENING OF THE CASTLE



The Royal Castle in Chęciny - major events

MAY LONG WEEKEND AT THE CASTLE



The Royal Castle in Chęciny - main events

Children`s Day



The Royal Castle in Chęciny - main events

HERBS AND WITCHES



The Royal Castle in Chęciny - main events

Archery Tournament for the Queen of Bona Golden Arrow



The Royal Castle in Chęciny - main events

Off Fashion Show



The Royal Castle in Chęciny - main events

Medieval Chęciny



The Royal Castle in Chęciny - main events

NIGHTS AT THE CASTLE



The Royal Castle in Chęciny - promotion

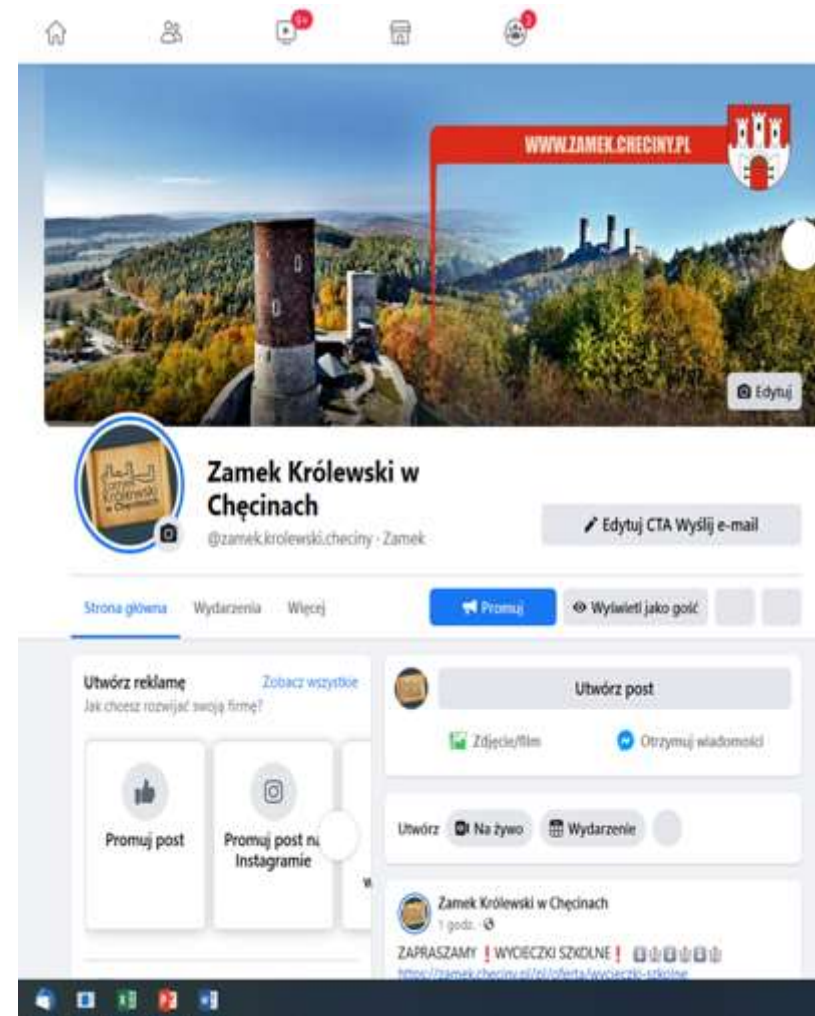
In order to meet the expectations of the inhabitants of the Chęciny Commune and tourists, we conduct promotional activities in a wide range.

We constantly update our website: www.zamek.checiny.pl



The Royal Castle in Chęciny - promotion

- We are active in social media
- We run press campaigns of events organized at the Castle
- We organize marketing e-mail campaigns
- We operate in traditional marketing channels, we publish posters and leaflets
- We organise personalised marketing actions aimed at particular social groups, such as students, seniors, families, etc.
- We have an interesting offer of visiting the Castle, which we adjust to the seasons, type of tourists or current events.



The Royal Castle in Chęciny - promotion

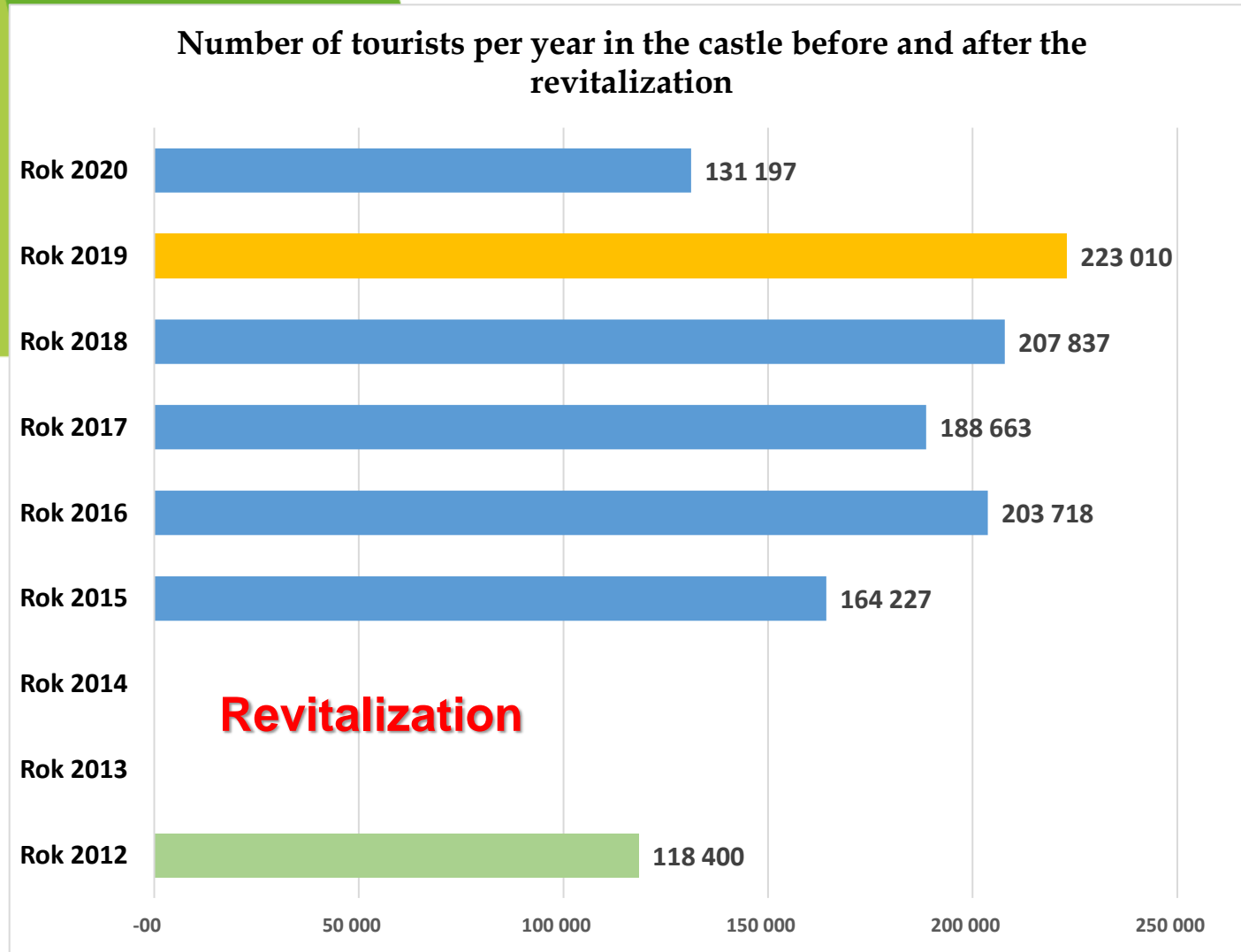
Offer to visit the castle:

- Sightseeing with Niemczówka, Historical Tenement House in Chęciny
- Sightseeing tours for breakfast - with the participation of local catering establishments
- Guided tours
- Visit with QR codes
- Visiting through play
- Exclusive tours
- Royal Style Betrothal
- Civil marriages
- Photo sessions
- Night at the Castle
- School tours
- Senior tours
- Family tours



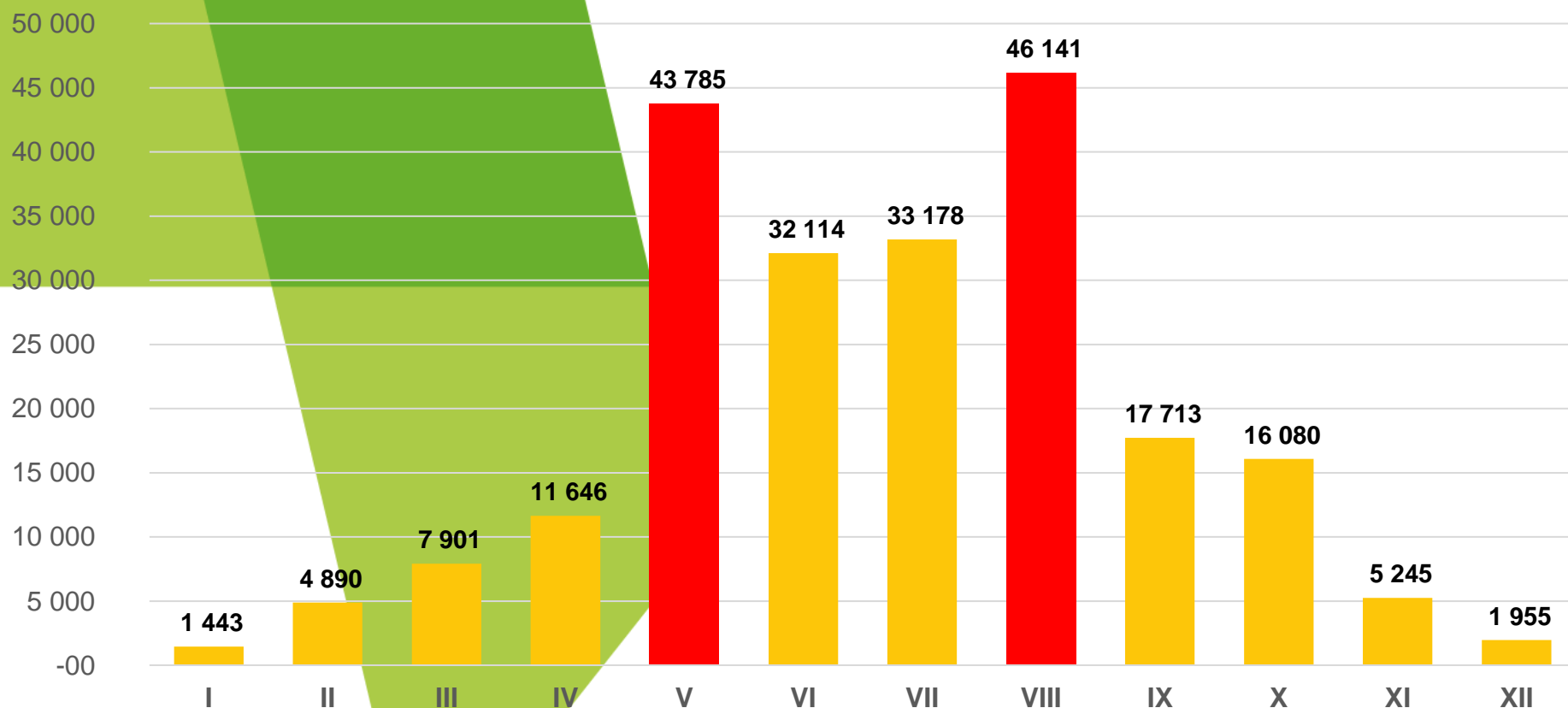
The Royal Castle in Chęciny

Number of tourists in the Castle in particular years:



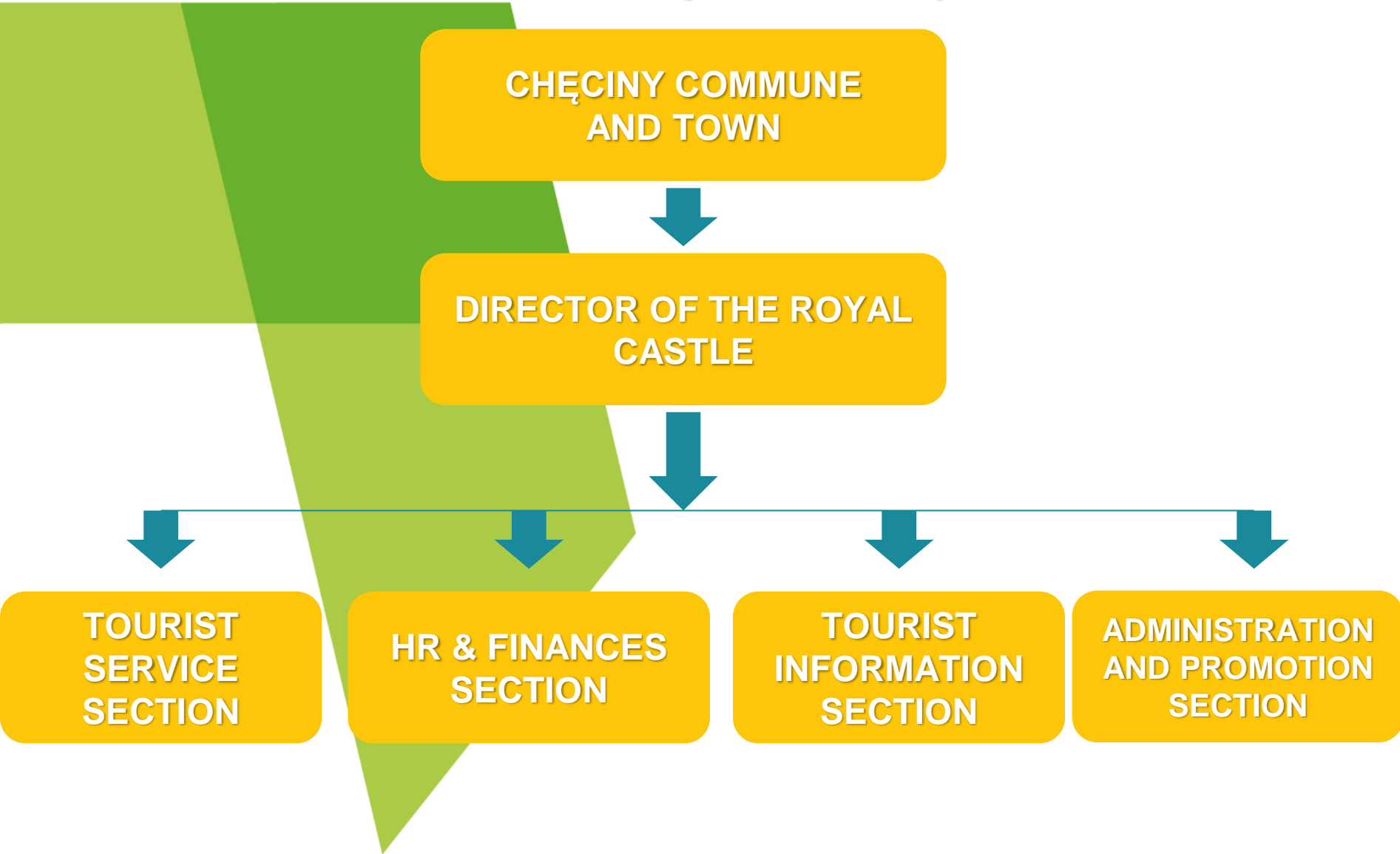
The Royal Castle in Chęciny

Number of tourists on a monthly basis, as in 2019.



The Royal Castle in Chęciny

The scheme of management in the Royal Castle



The Royal Castle in Chęciny

FINANCIAL MANAGEMENT



Chęciny
Commune
and Town

EXPENSES

INCOME



External
sources,
including EU
funds
(revitalization)

Sales revenue:
tickets, souvenirs,
services

The Royal Castle in Chęciny during the epidemic

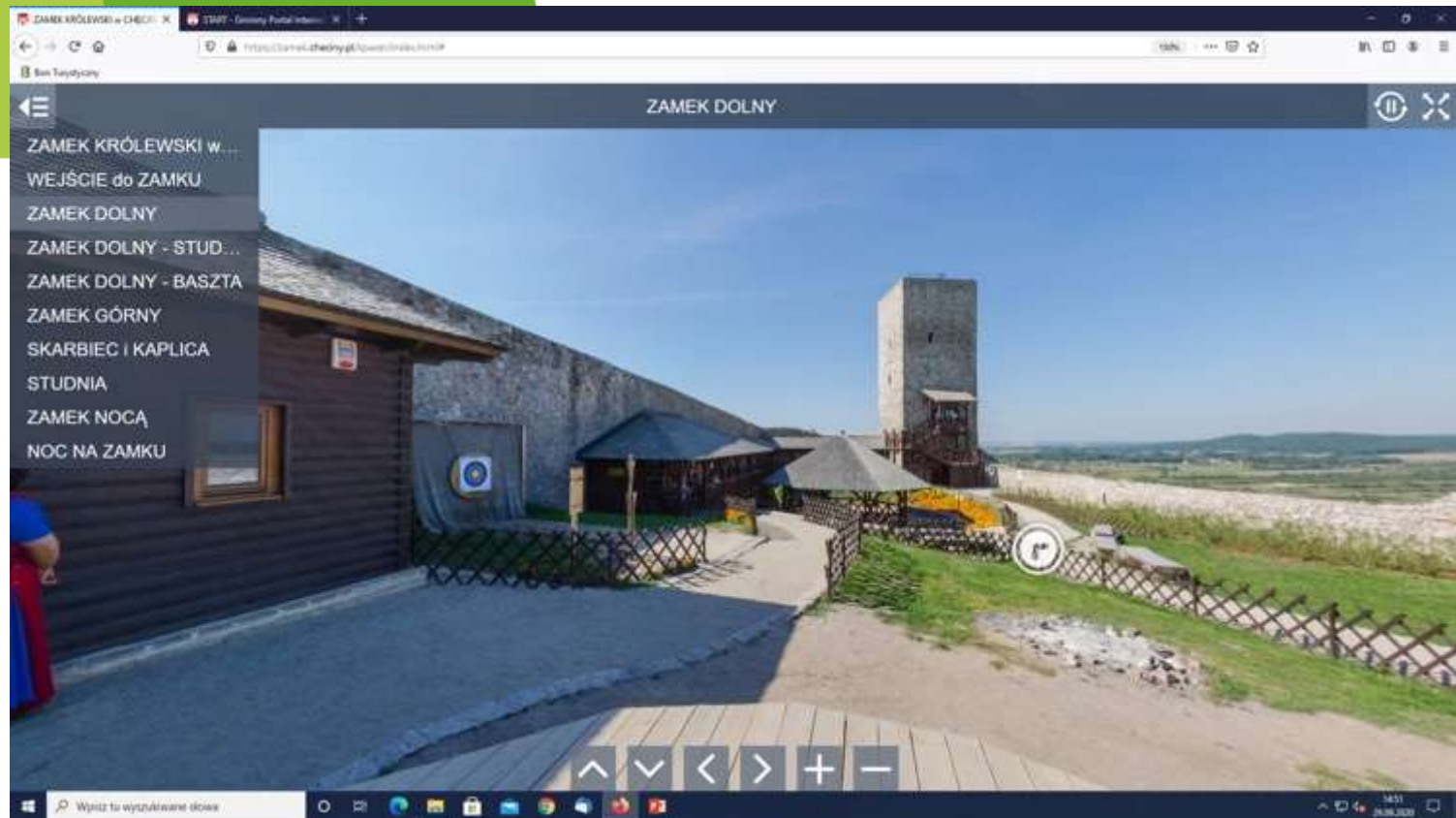
We have adjusted the tours of the Castle to the rules of the relevant legal acts related to the maintenance of safety rules:

- ✓ We have introduced a one-way tour
- ✓ In enclosed spaces, tourists are required to cover their mouth and nose
- ✓ Hand disinfectants are available
- ✓ Tourists shall be informed of the obligation to maintain the required distance
- ✓ We prefer non-contact forms of payment
- ✓ We monitor the Ministry of Health's announcements and update the guidelines for observing security rules at the Castle in connection with the pandemic on an ongoing basis
- ✓ Castle employees were obliged to cover their nose and face with a mask or visor, use disposable gloves, regularly disinfect their hands and keep an appropriate distance

The Royal Castle in Chęciny during the epidemic

MARCH - MAY 2020 - lockdown

On-line promotional and information activities - VIRTUAL WALK



The Royal Castle in Chęciny during the epidemic

MARCH - MAY 2020 – lockdown

On-line promotional and information activities – VIRTUAL WALK AROUND THE CASTLE



The Royal Castle in Chęciny during the epidemic



- DIY - making wooden souvenirs in artistic handicraft by the Castle employees

The Royal Castle in Chęciny during the epidemic

Whatever the situation, our priority is the satisfaction and safety of tourists.

We want everyone at the Castle to feel comfortable. We want the spirit of history and unforgettable natural experience to remain with our tourists for a long time.

That is why:

- we are actively working to enrich the tourist offer of the Castle
- we are in social media
- we are constantly improving the standard of our services
- we organize a number of interesting events and tourist attractions
- we are open to interesting ideas whose implementation makes the Castle's offer more attractive.
- we are constantly looking for external sources of financing to develop the Castle as a tourist attraction
- we strive for tourists to recommend us and return to our Castle

The Royal Castle in Chęciny during the epidemic

Weekend of Świętokrzyskie Legends



The Royal Castle in Chęciny during the epidemic

Medieval craftsmanship



The Royal Castle in Chęciny during the epidemic

A milionth tourist at the castle



The Royal Castle in Chęciny during the epidemic

**Thematics meetings, i.e.:
Visiting with Mr Volodyjowski**



**Events organised
in the castle
in cooperation with
„NIEMCZÓWKA”
Historical Tenement
House**



The Royal Castle in Chęciny during the epidemic

NIGHT AT THE CASTLE



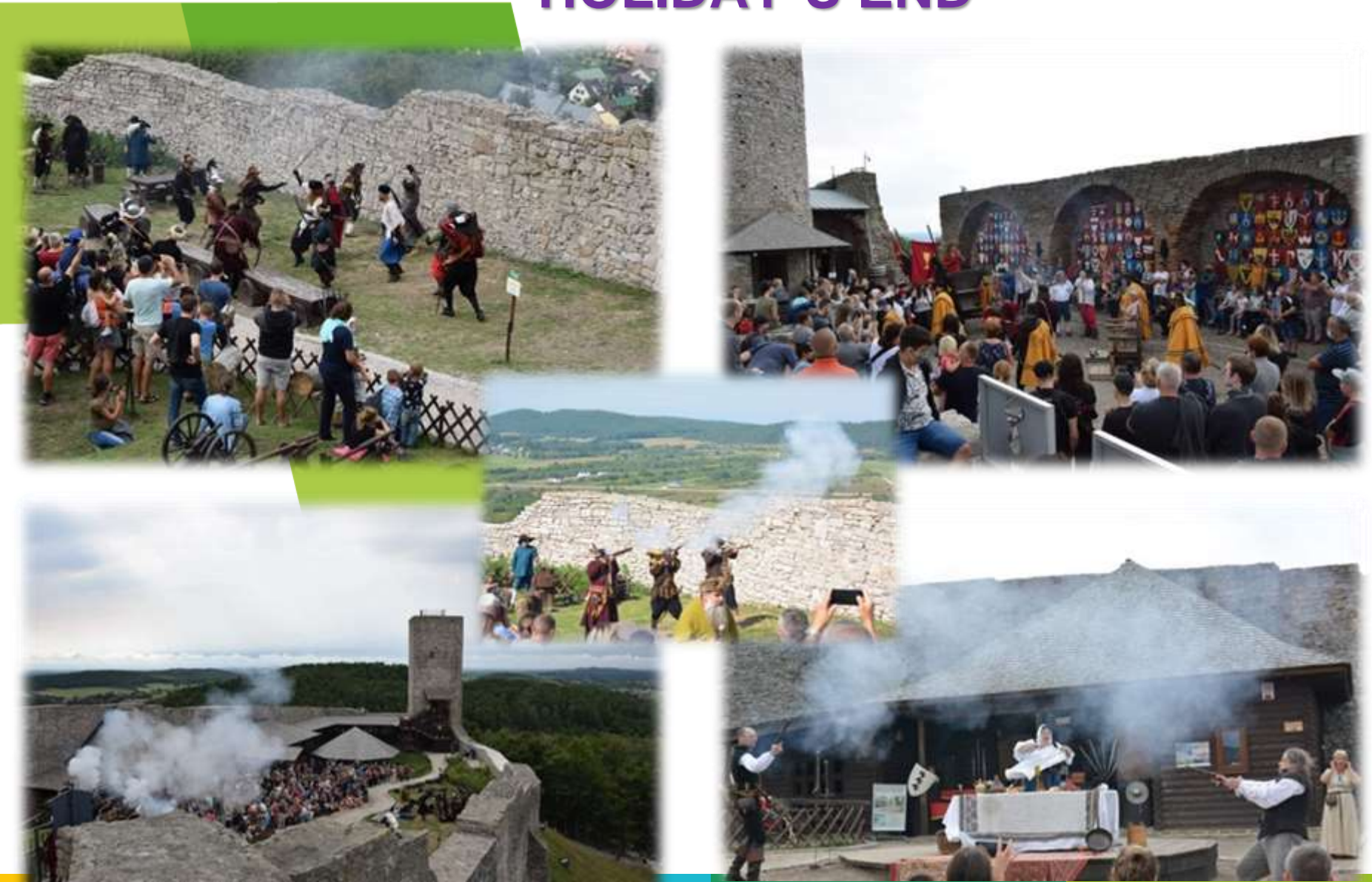
The Royal Castle in Chęciny during the epidemic

HERBS AND THE WITCHES



The Royal Castle in Chęciny during the epidemic

HOLIDAY'S END



The Royal Castle in Chęciny during the epidemic



**MIÓD
OD WIEKÓW
DAREM
DLA CZŁOWIEKA...**

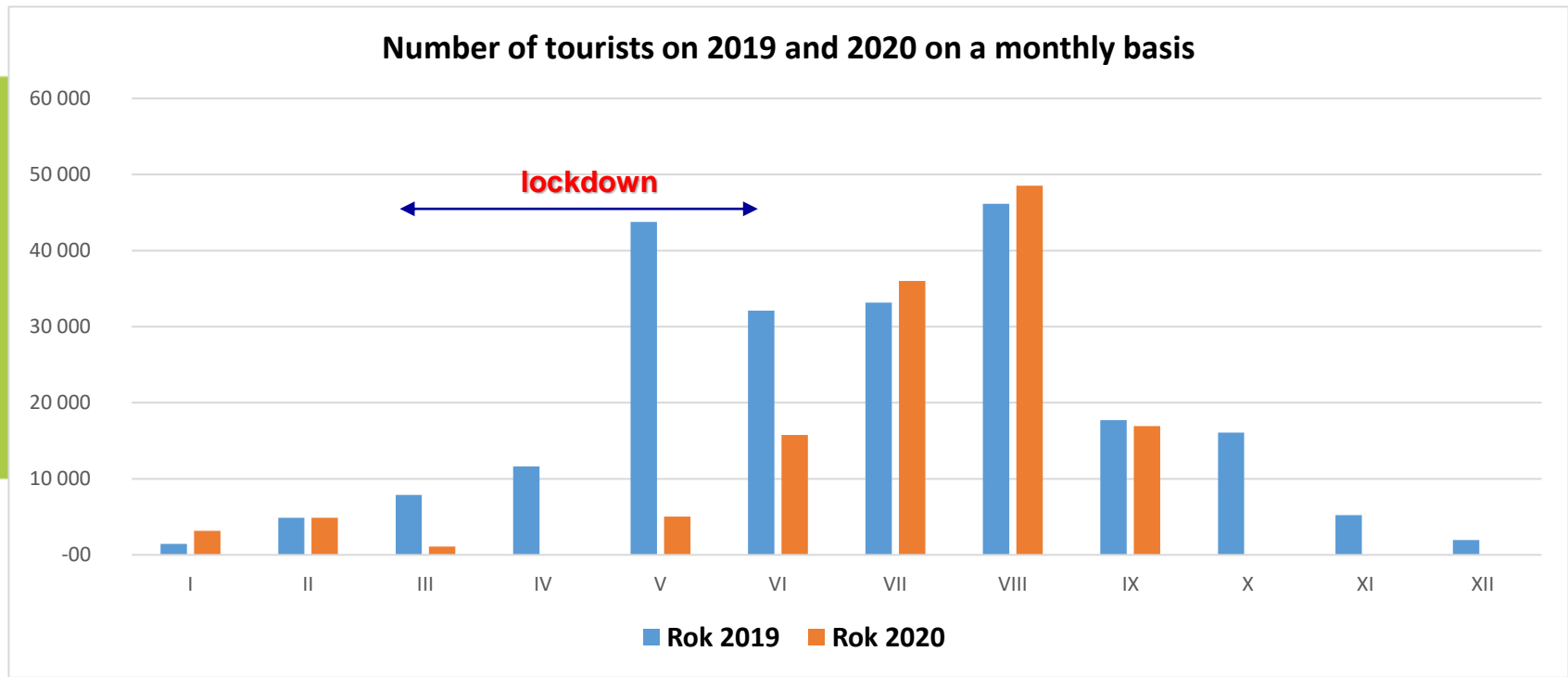
Bartnictwo staropolskiej tradycji
od zawsze na Zamku w Chęcinach

26-27 września 2020
Zamek w Chęcinach

- historia udomowienia pszczoły
- porady zamkowego bartnika
- właściwości lecznicze miodu
- wykonywanie świec miodową wężą
- gry i zabawy dawne



The Royal Castle in Chęciny during the epidemic



- Because of COVID-19, the year 2020 is very difficult for tourist traffic. During the closure period, i.e. from 12 March to 16 May 2020, tourism services were not provided
- As a result of a gradual process of loosening of sanitary restrictions, in May and June, tourist traffic grew steadily, to reach even higher values in the following months than those recorded in the same period a year earlier.
- This is certainly the result of the continuous work of the team, which does not give up and constantly watches over the quality of services provided by the Royal Castle in Chęciny.

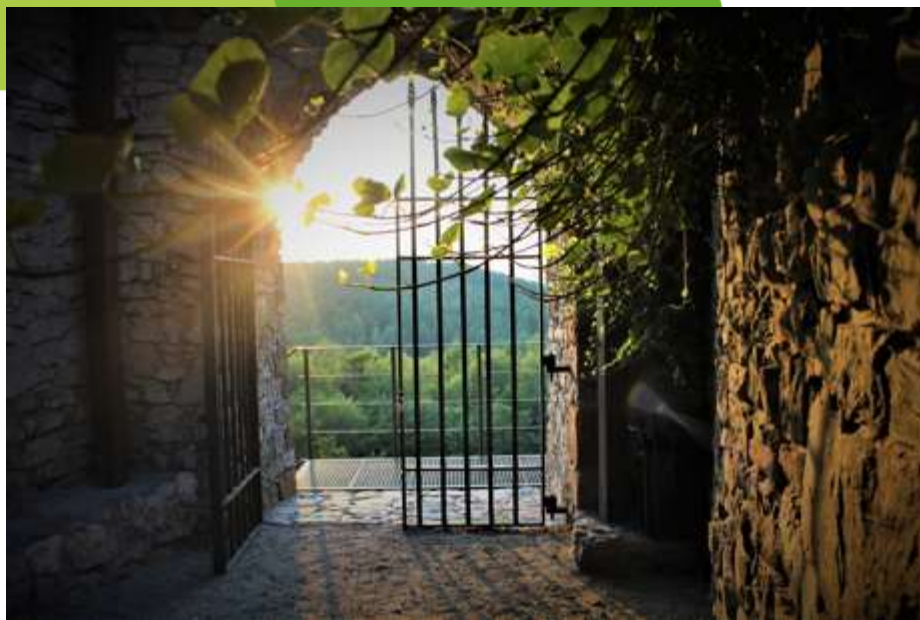
The Royal Castle in Chęciny, due to its open-air character, is the place where tourists are more likely to stay during the COVID 19 period.



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Thank you!

Questions welcome



Project smedia

