

The Hradec Kralove Region's Cultural Strategy 2022–2030





ANALYSIS

INTRODUCTION

When we in the Hradec Kralove Region¹ decided to have our further activities and concept of support in the sphere of culture strategically planned, it was clear that an in-depth analysis of the cultural environment of our Region must be the first step. We worked on it from January to July 2020, and were affected by the pandemic right from the beginning. Despite that, under the leadership of our supplier, ONplan lab, we arrived at a thorough analysis of the overall socio-demographic situation in the Region, reflecting also upon the culture and cultural heritage. We took a detailed look at the financial flows, the culture in municipalities², the facilities of cultural institutions, the potential of live culture and creative disciplines in the Region, as well as the presence of topics linked to culture in the strategic documents in municipalities, the Region, the country and the EU. And we also surveyed and verified that the Region has excellent and active cultural foundations for a variety of cultural players. Our inputs for the analysis were gathered in municipalities and both public domain and internal sources available to the Regional Office. In terms of methodology, we used online question forms and structured interviews. The subsequent processing of the analytic inputs was participated in by many experts from the Regional Office across various disciplines, as well as our external partners.

¹The official Czech name is “Královéhradecký kraj”. In the following text, the Czech geographical names are given without Czech diacritics (“accents”).

²This term is herein deemed to generally refer to self-governing towns as well as villages.

Profile of the Region

1



Analytical
Part

In 2020, the Region had slightly over 550 thousand inhabitants, and came first in the country as concerns average age of inhabitants.



The survey of players making up the leadership of towns and villages in our Region yielded the fact that all Level III³ municipalities in the Hradec Kralove Region operate a library, primary art school, and a children's and youth centre. Most Level III municipalities also operate a theatre, museum, exhibition areas, cinema, concert hall, culture centre, multi-functional facility for cultural and sports events, and cultural monuments in which a cultural programme is run. On the contrary, very few Level III municipalities operate a music club (13%), community centre or multi-purpose gym hall (27%).

³ There are 15 Level III units (and municipalities) in the Hradec Kralove Region, see Chapter 1.1.

The survey in which cultural environment was evaluated directly by those involved was participated in by 205 individuals or institutions and 63 representatives of municipalities, who responded to 43 questions, giving their views on the condition of culture in their area and the whole Hradec Kralove Region.



Cultural Calendar

Live art, cultural events and festivals are one of the strengths of our Region. As can be seen, we are continuing a long tradition of theatre, chamber music and jazz. For a complete list, see p. 13 herein.

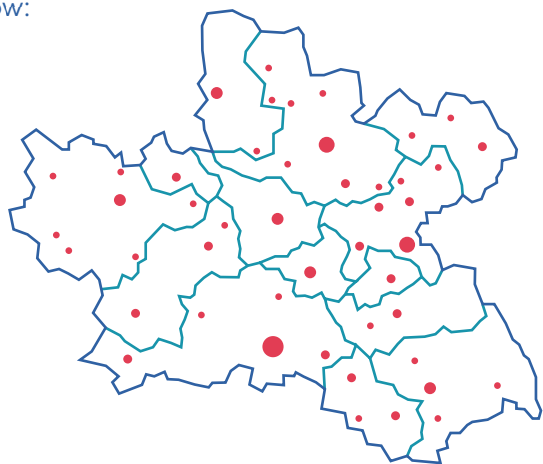
1 • PROFILE OF THE REGION

The Hradec Kralove Region is located in the north-eastern part of the Czech Republic, with two mountain ranges bordering Poland: the Krkonose Mountains (sometimes translated as the Giant Mts.) and the Orlické Mountains (sometimes translated as the Eagle Mts.). It borders the Pardubice Region on the south, the Středočeský (Central Bohemian) Region on the west, and the Liberec Region on the north. In 2020, it had a population of slightly over 550 thousand, and was the leading Czech region in terms of average age of inhabitants. In GDP per capita, it was fourth (after the Prague, Středočeský and Jihomoravský regions), and in culture, which is the subject of the following strategy, we believe it is one of the most diverse regions. When preparing the analytical part, we went into the field and asked the cultural players as well as Level III representatives, besides other things, how they would characterise the Region. The most frequent replies revealed words such as “quiet place”, “comfort”, “certainty” and “good life”. But do the hard data support this? Let us analyse that in the next chapter.

1.1 • Administrative Units of the Hradec Kralove Region

The new administrative system, implemented in 2002, divided Czech regions into Level III administrative units (“ORP”, Municipality with Extended Competence).⁴ There are 15 Level III units in the Hradec Kralove Region, see the map below:

Broumov, Dobruška,
Dvůr Králové nad Labem,
Hořice, Hradec Králové,
Jaroměř, Jičín,
Kostelec nad Orlicí, Náchod,
Nové město nad Metují,
Nová Paka, Nový Bydžov,
Rychnov nad Kněžnou
Trutnov, Vrchlabí



Towns by population:

Below 5 000 5 000 - 9 999 10 000 - 19 999 20 000 - 49 999 50 000 and more



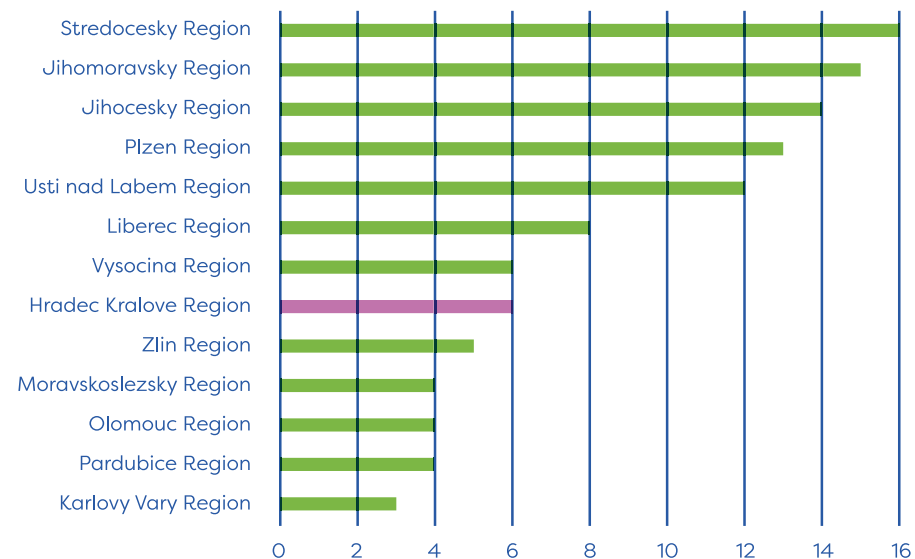
⁴ In Czech, ORP (Obec s rozšířenou působností). In the vertical administrative structure they are Level III, while the regions (“kraj”) are Level IV and the local municipalities (“obec”) are Level I.

1.2 • Cultural Infrastructure

Hidden to some, while obvious and well-known to others: the cultural richness. There are many beautiful places in our Region, and plenty of things happening in them. The following sections elaborate on the facilities in the area, giving a comparison with other regions, and the calendar of important cultural events. This chapter also includes results from the survey among the relevant players, which provide for a good comparison between the unbiased data and how locals see the cultural infrastructure.

1.2.1 • Cultural and Architectural Heritage

A total of 20 monuments having the status of National Cultural Heritage (hereafter “NKP”) are located in the Hradec Kralove Region, none of them, however, being part of the UNESCO World Heritage List. Their number in the Region is average compared to the country’s overall figures, and chateaux and castles prevail.



Numbers of National Cultural Heritage monuments operated by the National Conservation Institute in Czech regions in 2020.

Source: prepared by the KHK⁵

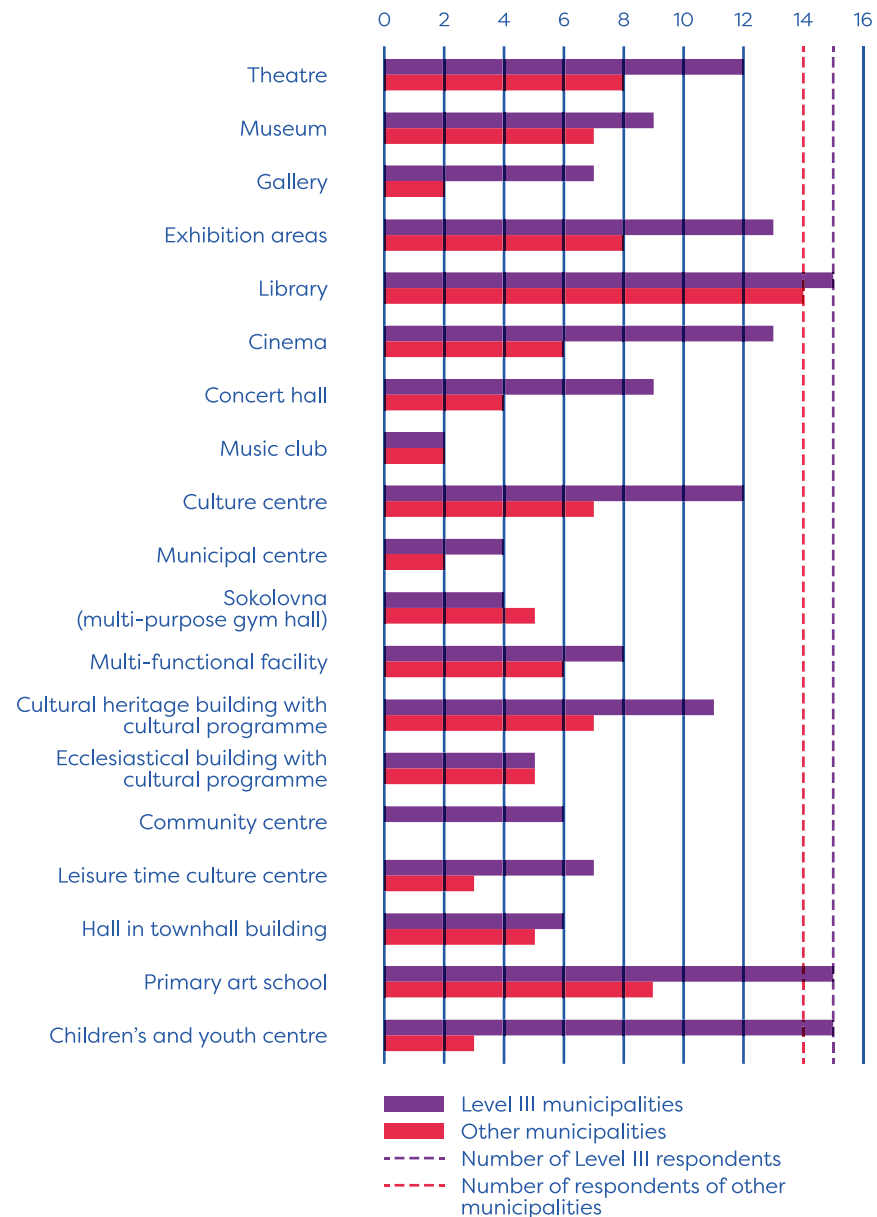
⁵ The abbreviation commonly used for the Hradec Kralove Region and its office.

In terms of ownership, the three largest owners of NKPs in the Hradec Kralove Region are the state (6 NKPs), municipalities (5 NKPs) and the Church (4 NKPs). The Tentative List indicates the Church (12 NKPs) as the largest owner, followed by municipalities (4) and the state (4). The Czech Republic supports, through the National Conservation Institute (NPU), 6 of the total of 20 NKP monuments in the Hradec Kralove Region, approximately one-third of the largest figure (that of the Stredocesky Region). Nachod is among the most important Level III units in the country with 6 NKP monuments, approx. 1/3 of the whole Region.

1.2.2 • Cultural Facilities

Cultural facilities are places where cultural events take place. They are not necessarily only buildings designed solely for cultural purposes; during our survey we also tried to include other sites with a cultural programme. Therefore, theatres and concert halls are accompanied also by “sokolovna” (multi-purpose gym halls)⁶, halls in townhall buildings, or ecclesiastical buildings in which concerts are also held from time to time. The next two graphs are based on the survey of municipalities, dated March 2020. The first graph shows the numbers of cultural facilities operated by municipalities, the second gives numbers of sites operated by private entities.

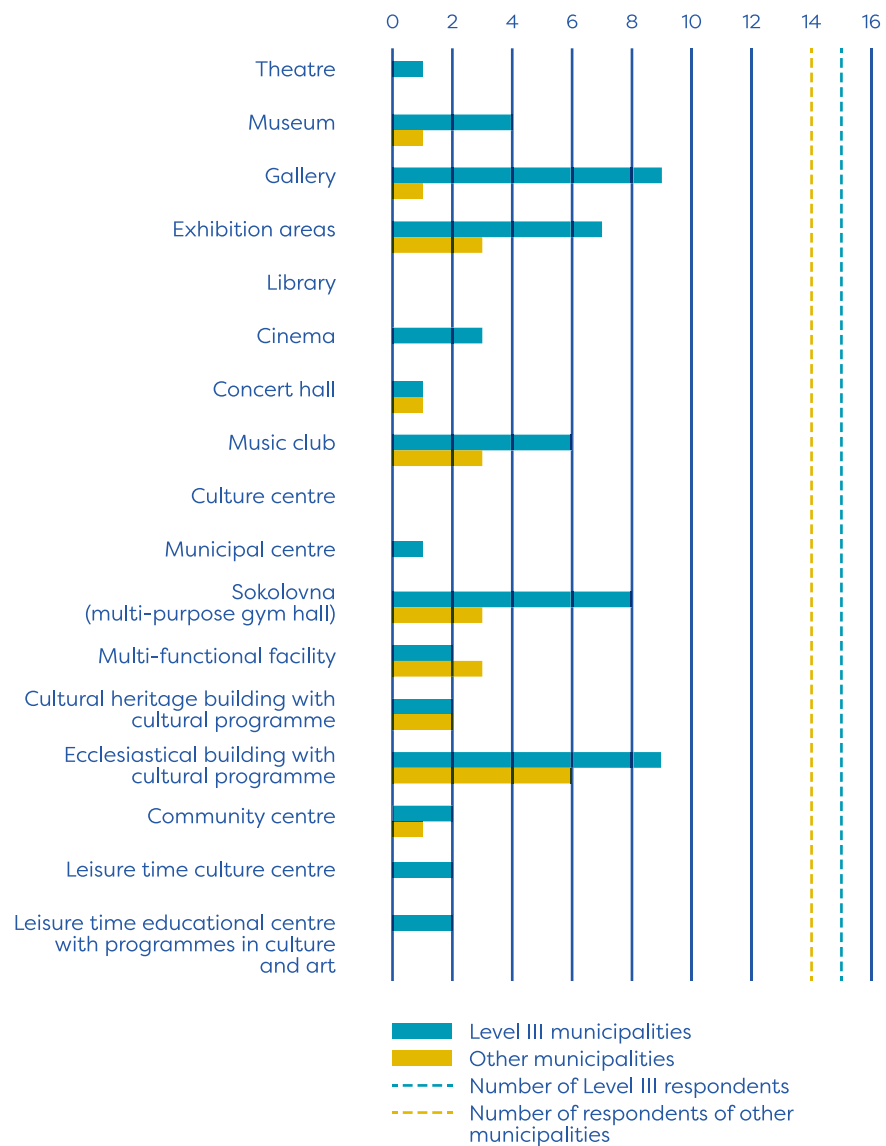
The survey of Level III and other municipalities in the Region showed that all Level III municipalities in the Hradec Kralove Region operate a library, primary art school, and children’s and youth centre. Most of them further operate a theatre, museum, exhibition areas, cinema, concert hall, culture centre, multi-functional facility for cultural and sports events, and cultural monuments in which a cultural programme is run. On the contrary, very few Level III municipalities operate a music club (13%), community centre or a multi-purpose gym hall (27%). The private sector operates galleries, exhibition areas, multi-purpose gym halls and ecclesiastical buildings where a cultural programme is run, in approx. 50% of Level III municipalities. In the other municipalities, the number of cultural facilities operated by private entities is lower. They are most often ecclesiastical buildings with a cultural programme (42% of respondents), followed by galleries, music clubs, multi-purpose gym halls and other multi-purpose facilities (21% of other municipalities). The private sector operates no library or culture centre in any municipality.



Number of cultural facilities in the Hradec Kralove Region operated by the municipalities as per survey (2020)

Source: Survey of municipalities (March 2020)

⁶ This specific term refers to a mass physical exercise movement in Bohemia, called Sokol, dating from the late 19th century until closed down in the 1950s, which had many of these multi-purpose facilities built.



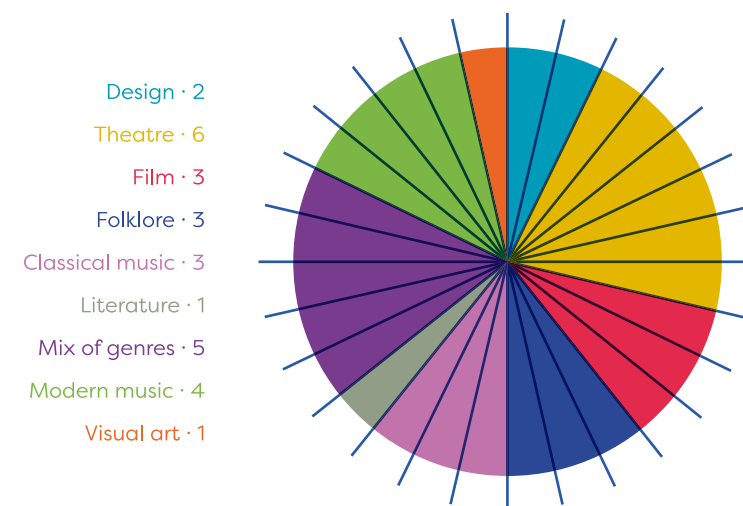
Number of cultural facilities in the Hradec Kralove Region operated by the private sector as per survey (2020)

Source: Survey of municipalities (March 2020)

The public sector is the largest operator of cultural infrastructure, while facilities more often operated by the private sector are only music clubs, ecclesiastical facilities with a cultural programme, and multi-purpose gym halls (“sokolovna”). All Level III Municipalities operate children’s and youth clubs, primary art schools and libraries. The majority of Level III municipalities also operate cinemas, museums, culture centres, exhibition halls and cultural heritage buildings with a cultural programme. Smaller municipalities most often operate libraries and primary art schools, and an important role in the municipalities is also played by ecclesiastical facilities with a cultural programme.

1.2.3 • Culture Calendar

You could print it, hang it on the wall, and except for one month, could use it all year to plan your cultural events. If there is something in which the Hradec Kralove Region dominates, it is in live cultural events. You can visit a first-class festival, organised by enthusiasts from all around the Region, almost every week. Their work substantially enriches our Region, and it is an honour for us to support them. The table below is accompanied by graphs showing the focus and the year of establishment of the surveyed events.



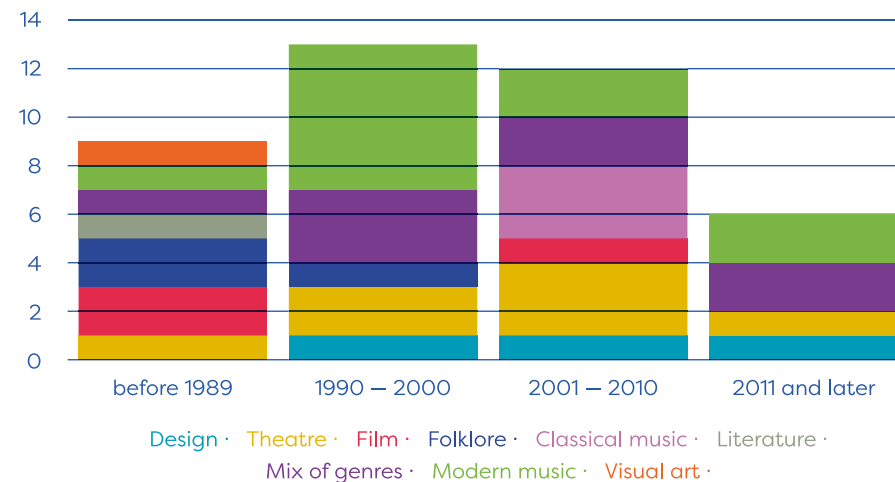
Representation of genres in recurring events that receive regular support from programme subsidies or under so-called permanent patronage in the field of culture (2019).

Source: KHK

The Hradec Kralove Region supports three-quarters (20 of 28) of important events which regularly recur in the cultural calendar through so-called patronages (subsidies lasting more than one year) (• in orange) and programme subsidies. Large-scale music festivals (in white), five altogether, are not supported. A further eight events receive single-year subsidies (• in yellow). A total of 28 out of 41 events are held from June to August. The Hradec Kralove Region supports diverse genres in the calendar of recurring events, most of them being theatre, while the majority of modern music events are independent of the Region's support. The greatest difference between the number of supported events by genre is in contemporary music. Eleven modern music festivals are held in the region, but only four of them are supported. Most of the important modern music festivals were established in the 1990s. Major theatre festivals were established in the 1990s and 2000s, when also major classical music events began in the Region that are still held. More significant events that were established after 2011 are not yet supported by the subsidy instruments of the Hradec Kralove Region.

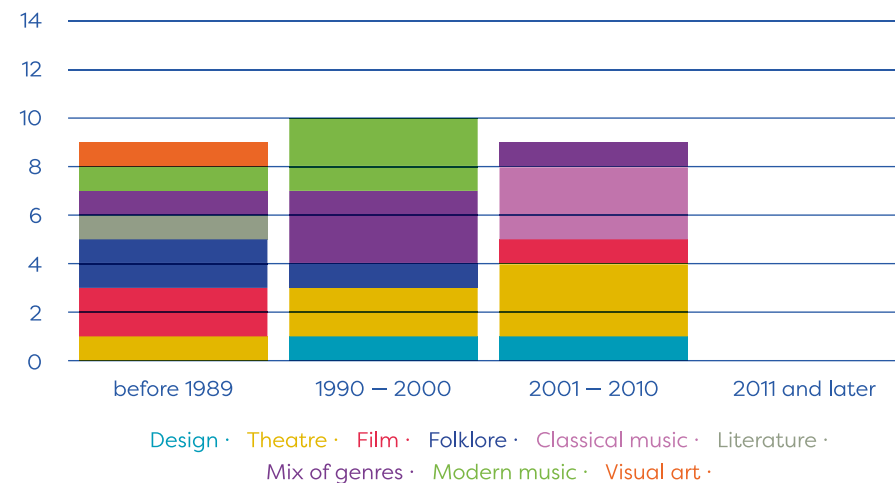
1.3 • Assessment of the Cultural Environment by Its Players

In March 2019 we addressed 796 cultural players of the Hradec Kralove Region across all branches. They were active in culture, cultural heritage and heritage conservation. We sent personal survey forms by e-mail that were uploaded on the strategy preparation project's new website at prokreativitu.cz. Other players who were not directly addressed could also fill in the form there. It comprised 43 questions in several thematic parts. A series of 10 questions was taken as the basis to evaluate the cultural offer and quality of cultural heritage conservation in the relevant area. The respondents were asked to evaluate the equipment of the administrative area of their Level III municipality with a score from 1 to 5, like in school (with "1" being the best mark). The arithmetic average was calculated from these scores in these two categories for the given region. In all Level III municipalities, the number of respondents was relevant for statistics except for Kostelec nad Orlicí, where only two responses were received, coincidentally both of them highly negative. This must also be considered when comparing the evaluations from different regions. We are glad, and would like to take this opportunity to thank all of those who took time to accurately fill in these forms. There was a total of 205 responses, giving generally very interesting results that describe how those who create culture see it.



Recurring cultural events by genre and year of establishment (2019)

Source: KHK



Recurring cultural events by genre and year of establishment that receive a regular subsidy from the Region either as part of programme subsidies or so-called permanent patronages (2019)

Source: KHK

1.3.1 • Culture vs. Socio-economic Parameters

The table below gives a comprehensive overview of evaluations by cultural players (second and third column from the left) as an average mark in the scale from 1 (best) to 5 (worst). The next three columns describe the objective demographic, economic and social condition of the relevant Level III unit in the Region's context (0 – the worst, 100 – the best).

Level III unit	Evaluation of cultural offer and infrastructure	Evaluation of accessibility and care of cultural and architectural heritage	Relative demographic dimension	Relative economic dimension	Relative social dimension
Broumov	2,4	2,2	13	3	37
Dobruška	2,5	2,4	78	50	87
Dvůr Králové nad Labem	3,4	2,4	29	42	27
Hořice	2,9	1,8	48	52	49
Hradec Králové	2,5	2,3	63	65	72
Jaroměř	2,7	1,9	86	36	29
Jičín	2,7	2,4	83	59	59
Kostelec nad Orlicí	4,4	4,0	61	48	38
Náchod	2,7	2,3	46	56	51
Nová Paka	3,0	2,3	46	60	59
Nové Město nad Metují	3,3	2,8	39	47	51
Nový Bydžov	1,9	2,0	60	39	48
Rychnov nad Kněžnou	3,0	2,7	86	51	64
Trutnov	2,4	1,8	51	74	36
Vrchlabí	2,3	2,1	58	95	49

Evaluation of cultural parameters and socio-economic dimensions of Level III units of the Hradec Králové Region.

Source: prepared by the KHK on the basis of data from the Czech Statistical Office and survey of cultural players (March 2020)

1.4 • Conclusion

We have summarised not only what you can find in the abbreviated version of this Strategy, but also what our survey and the data generally imply. They give interesting conclusions which you can also find in the full version of this Strategy at www.prokreativitu.cz.

1.4.1 • Key Findings

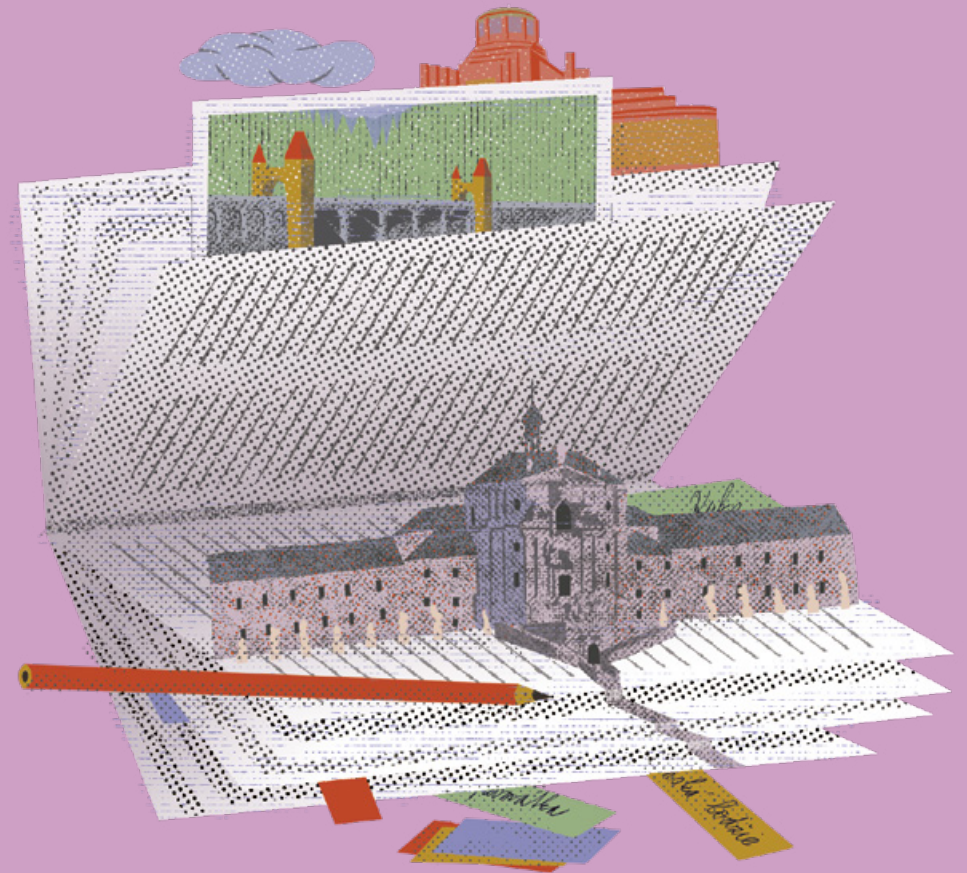
- Accessibility and care of cultural and architectural heritage was in most cases evaluated better than the quality of cultural offer and infrastructure.
- The assessment of cultural aspects does not correspond to socio-economic findings – the evaluation is often relatively positive in more affected areas.
- The areas with positive evaluation of culture are those with intense tourism.
- The Hradec Králové Level III area was given rather an average rating from the viewpoint of culture despite its role as the Region's centre and the naturally broad cultural offer.
- Areas that enjoy social stability show a wide range of evaluation, and other factors probably play a key role.
- Areas with low economic status give a relatively positive evaluation, except for Dvůr Králové nad Labem.
- Areas with better demographic conditions give a relatively positive evaluation, except for Rychnov nad Kněžnou.
- The administrative areas of the former district towns usually give a better evaluation than other areas.
- The Kostelec nad Orlicí area cannot be included in the comparison as only two responses were received, both of which gave a highly negative evaluation.
- The greatest gap between the evaluation of cultural offer and infrastructure (negative) and the care of cultural and architectural heritage (positive) comes in the areas of Hořice, Jaroměř and Dvůr Králové nad Labem.
- The only area where the players give a more positive evaluation of cultural offer and infrastructure than of the care of cultural and architectural heritage is Nový Bydžov.

1.4.1 • Summary / Conclusion

The Hradec Kralove Region as a whole shows no extraordinary values compared to other Czech regions. The only indicator in which we differ is demography, as we are the region with the oldest population. Greater variations can be seen in the areas of Broumov, Dvur Kralove nad Labem and Jaromer. What is quite surprising is the fact that locals have given Hradec Kralove, the Region's capital, basically an average rating, like other areas. Every place, however, has its own specific aspects, the inclusion and description of which is beyond the scope of this Strategy. If you find this information interesting enough to try to experience the culture in our Region on your own, you are warmly welcome to do so. We do recommend seeking culture around our Region. You will certainly discover many other things that won't be found in this document.

Culture in Strategic Documents

2



We are part of the Czech Republic, Europe and the whole world!



This Strategy's aim was and is for the Region to become a confident and live part of the whole world. This is why it is essential not to create this document separately but linked and related to other documents that are relevant for it. We can see it as a jigsaw puzzle in which this document is one part that links and correctly fits into many other parts, together creating a meaningful whole.

That is why in preparing the analytical part, we went through strategic documents at the European, national, regional and local level. These were:

European documents:

New European Agenda for Culture
Work Plan for Culture, 2019–2022
Culture in Cities and Regions

National documents:

State Cultural Policy for 2015–2020
Principles of the State Cultural Policy for 2021–2025

The Region's documents:

GENERAL DOCUMENTS

The Hradec Kralove Region's Development Strategy for 2014–2020, the Hradec Kralove Region's Development Strategy for 2021–2027

The Hradec Kralove Region's Development Programme for 2017–2020

The Hradec Kralove Region's Subsidy Policy for 2017–2020

The Hradec Kralove Region's Investment Opportunities Strategy for 2020+

CULTURE

Development Programme for Cultural Organisations Established and Funded by the Hradec Kralove Region for 2014–2020

The Hradec Kralove Region's Libraries Development Concept for 2019–2023

OTHER THEMATIC STRATEGIC DOCUMENTS

The Hradec Kralove Region's Tourism Development Programme for 2014–2020

The Hradec Kralove Region's 'Smart Region 2020+' Concept

The Hradec Kralove Region's Family Policy Concept for 2017–2020

The Hradec Kralove Region's Prevention of Undesirable Social Phenomena Strategy for 2017–2021

The Hradec Kralove Region's Employment Strategy for 2019+

Regional Annex to the RIS3 National Strategy for the Hradec Kralove Region for 2018–2022

HRADEC KRALOVE – PARDUBICE AGGLOMERATION STRATEGY

Integrated Territorial Investment Strategy for the Pardubice–Hradec Kralove Agglomeration for 2014–2020

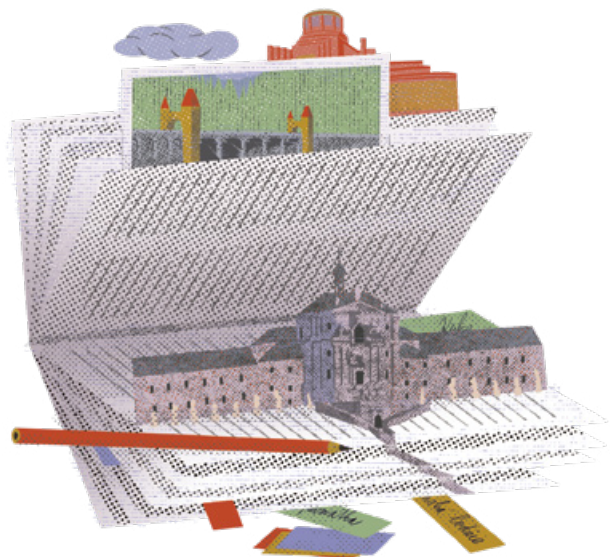
Local Documents

Associations and agencies with participation of local governments

Strategic plans of the Local Action Groups (MAS)

Strategies of destination agencies

Culture in development documents of Level III municipalities



2 • CULTURE AS A TOPIC IN STRATEGIC DOCUMENTS

This chapter provides a brief overview of the key strategic documents that we processed for the analytical part. They relate to the higher administrative and geopolitical units (European documents, State Cultural Policy), partner entities (the Region's documents) and lower administrative units (strategic documents of Level III municipalities in the Hradec Kralove Region). In the comprehensive overview on p. 6 ff., we have highlighted documents which are directly related to our Strategy. They are the neighbouring parts in the jigsaw. We see our Region not only as part of our beautiful country but also of Europe and its values. Our Region also consists of other parts which constitute everything that makes it unique. That is why we put a lot of effort into this.

2.1 • European Documents

When processing European documents, we used the following:

- New European Agenda for Culture
- Work Plan for Culture, 2019–2022
- Culture in Cities and Regions

2.2 • State Documents

2.2.1 • State Cultural Policy for 2015–2020

The State Cultural Policy was prepared by the Ministry of Culture for 2015–2020, with prospects up to 2025. We know that our Strategy goes beyond that horizon; however, at the time of preparation, this document was the starting point for our analytical part. Of a total of several dozen measures in this document, only six of them apply to regions:

- 2.2.3 Support of new technologies for libraries and memory institutions
- 5.1.5 Central Library Portal
- 6.3.1 Development of the model of regional institutions for traditional folk culture
- 3.2.1 Support for identification of inhabitants with the cultural values of their region
- 3.2.2 Coordinated strengthening of cultural heritage conservation in concept documents of regions
- 6.7.5 Functional model for cooperative and long-term financing with the involvement of the Ministry of Culture, regions and municipalities

2.2.2 • Principles of the State Cultural Policy for 2021–2025

When the analytical part of this Strategy was being prepared, the document entitled Principles of the State Cultural Policy for 2021–2025 was still in preparation. Its final version is now available at www.mkcr.cz/statni-kulturni-politika-69.html.

2.3 • The Region's Documents

The most important links for us are those to other general strategic documents prepared by the Regional Office, to which we paid increased attention. For a quick overview, you will find below a list of them and

an assessment of the cultural contents in them, and recommendations for further work with these documents, or their providers, in considering development of culture. The list, for instance, defines direct and indirect links between the reviewed concepts and our Strategy. The names of documents that ceased to be valid in 2020 are shown in pink.

LEGEND FOR THE INFORMATION:

- 1 » Purpose of the document; presence of cultural contents**
 - 2 » Evaluation of presence of cultural contents in the document**
 - 3 » How to work with the findings for the development of culture and the emerging Strategy**
-

COMPREHENSIVE DOCUMENTS

The Hradec Kralove Region's Development Strategy for 2014–2020

- 1 »** This is a comprehensive document covering all spheres of the Region's development.
- 2 »** Culture is covered only generally; for a more detailed description, use the implementation document – Development Programme.
- 3 »** The topic of culture was incorporated into the newly emerging Strategic Plan for the following period with the participation of the Department of Culture of the Regional Office.

The Hradec Kralove Region's Development Programme for 2017–2020

- 1 »** This is the implementation document for the Strategy. Culture is explicitly included in Strategic Area 3 – Public Services and Civil Society as one goal.
- 2 »** The document focuses on the area of culture itself, and has an implicit link to tourism, marketing and international cooperation (through three other goals).
- 3 »** The topic of culture was incorporated into the newly emerging Strategic Plan for the following period.

The Hradec Kralove Region's Development Strategy for 2021–2027 – directly related

- 1 »** This is a new comprehensive strategic document. Culture is explicitly contained in two strategic priorities:
1. A competitive region, 2. A sound, stable and coherent society.
- 2 »** The documents begins to use the notion of cultural and creative disciplines that are elaborated further as such. Cultural content is explicitly enhanced with an economic approach which is no longer limited only to tourism. Culture is implicitly incorporated in six other goals. The current trends are followed.
- 3 »** The Culture and Heritage Conservation Strategy is a sector specific strategic document closely linked to the Region's strategic development. Some of the activities in the Action Plan in our Strategy will be, or can be, the same as those of the strategic development action plan, namely, the activities given in the Culture and Heritage Conservation Strategy will contribute to the fulfilment of the Region's strategic development. The interlinking between these two documents has to be intensified, as does the presence of a solution "through culture" in other sector-specific strategies.

The Hradec Kralove Region's Subsidy Policy for 2017–2020 – directly related

- 1 »** The Subsidy Policy is the implementation tool for the Development Programme.
- 2 »** This document includes cultural heritage and professional as well as non-professional culture. Its overlap into tourism covers the improvement and promotion of tourist destinations.
- 3 »** The new Subsidy Policy should be connected to the emerging Culture and Heritage Conservation Strategy and coordinated with the Region's general new strategy.

The Hradec Kralove Region's Investment Opportunities Strategy for 2020+

- 1 »** The purpose of the document is to enhance investors' interest in the Hradec Kralove Region and define the systematic and coordinated approach to investors. It does not cover the sphere of culture.

2 » The document contains no goals or measures focused on culture. However, an important overlap could occur in the topic of brownfields – revitalisation of unused premises.

3 » So-called brownfields, or areas undergoing a structural change of use, can be viewed through the lens of so-called Culture-led development. The incorporation of this view must be discussed with the team preparing this document, and relationships must be built with them.

STRATEGIC DOCUMENTS IN THE FIELD OF CULTURE

Development Programme for Cultural Organisations Established and Funded by the Hradec Kralove Region for 2014–2020

1 » The document is designed for the systematic development of conditions for the work of cultural organisations, including common conditions for all areas as well as specific conditions for individual areas of culture and institutions.

2 » The Programme includes measures for the development of institutions in the areas administered by the Region, namely museums, galleries, libraries, observatories and planetariums.

3 » The Programme is evaluated as part of the survey and analysis process for the emerging Strategy. Development of organisations funded by the Region will be included.

The degree of detail between the contents of the Region's Strategy and the concepts of the individual institutions must be balanced, and the relationships must be worked on jointly with them.

The Hradec Kralove Region's Libraries Development Concept for 2019–2023 – directly related

1 » This material is a programme document and should serve as a tool to plan the work of the libraries and a tool for coordination and cooperation between the libraries in the Region.

2 » This document includes measures to develop libraries and is a specialised document in the sphere of culture. It follows the current trends in the development of libraries.

3 » The contents of this Libraries Development Concept will be coordinated with the Region's strategy. It should also reflect the linkage between the Regional Research Library's concept document and the Hradec Kralove Region's Libraries Development Concept.

OTHER THEMATIC STRATEGIC DOCUMENTS

The Hradec Kralove Region's Tourism Development Programme for 2014–2020

1 » This documents lays out the basic direction of the Region's tourism policy, not only emphasising the effective development of this branch but also reflecting sustainable development. Culture is included in Strategic Area 1 – Tourism infrastructure, and 2 – Creation and promotion of tourist offer.

2 » The Programme covers the area of culture implicitly rather than explicitly. Culture is expressly mentioned in connection with the building, maintenance and reconstruction of attractions.

3 » When preparing the new tourism concept, close cooperation should be established with cultural organisations, players in the sphere of cultural heritage and other players to initiate innovative measures that can be implemented by cultural organisations and other promoters in culture. The explicit presence of the topic of culture and cultural heritage should be emphasised. These activities should be linked to the emerging Strategy.

The Hradec Kralove Region's 'Smart Region 2020+' Concept

1 » This strategy's goal is to help create optimum conditions for a meaningful implementation of smart technologies and smart approaches in the Hradec Kralove Region.

2 » The document uses the notion of e-culture, which involves mainly the digitisation of cultural heritage, 3-D exhibitions and virtual reality.

3 » Linkage should be emphasised regarding the outputs of the concept of culture especially in the area of digital presentation and consumption of culture by visitors (see the outputs relating to culture consumption in connection with Covid 19). Digitisation outputs should be considered in connection with their usefulness for entrepreneurship in cultural and creative disciplines and other branches.

The Hradec Kralove Region's Family Policy Concept for 2017–2020

1 » The objective of the Family Policy Concept is to guarantee continuity in family support at the regional level. Family policy is a general policy.

2 » Culture is not explicitly mentioned in this Concept; however, it is latent in the support for sound family functioning, creating a friendly atmosphere in the family, activities which support active and healthy ageing, etc.

3 » When preparing a new concept, active cooperation should be established, specific activities and measures should be considered with which culture can contribute to family policy topics, interlinking joint thinking of the working teams.

The Hradec Kralove Region's Prevention of Undesirable Social Phenomena Strategy for 2017–2021

1 » This documents deals with three areas, namely crime prevention, drug prevention policy and socially excluded locations, and also focuses on mitigating the social exclusion of people living in such locations. The minimum variant is aimed at maintaining the existing conditions, the optimum strategy seeks to improve these conditions.

2 » The document contains no solutions through cultural tools. Culture is only latent as an accompanying and general attribute of the whole topic.

3 » Strengthening the explicit presence and considering the possibilities of cooperation with the institutions established by the Region as well as non-profit organisations in prevention is necessary. The preparatory teams for the culture concept and prevention strategy should join their efforts.

The Hradec Kralove Region's Employment Strategy for 2019+

1 » This is a concept document in which further development of the Region is outlined in the economic and social sphere in connection with human resources, and serves as a tool for the activities of the Hradec Kralove Region's Employment Pact.

2 » Culture is not explicitly mentioned in this concept, but is to some degree included in Measure C.3.1 Active Ageing Opportunities (support for activities aimed at an active and healthy lifestyle – culture, sport, specific activities ...).

3 » Learn about the approach to employment development in the Region. Through a debate with the team who prepared the Strategy as well as the players who seek to implement it, the topic of employment opportunities in the sphere of cultural and creative disciplines in the Hradec Kralove Region should be brought forth. The links to the emerging Strategy should be considered.

Regional Annex to the RIS3 National Strategy for the Hradec Kralove Region for 2018–2022

1 » It is the Hradec Kralove Region's thematic and concept document for the area of science, research, development, innovation and entrepreneurship. The following specific areas were selected: production of means of transport and their components, the machinery industry and ready-to-use investments, new textile materials for new multi-disciplinary applications, electronics, opto-electronics, optics, electrical engineering and IT, medicaments, medical devices, and healthcare.

2 » It is apparent from the above list that cultural entities, or entities in cultural and creative sectors and industries (hereafter CCSI), do not fall within the progressive disciplines of the Hradec Kralove Region. Partial synergies may occur when entities in progressive disciplines create cultural content and apply it in their products as one of their activities. The CCSI are considered as partners in creative marketing for the entities working in the selected areas.

3 » Learn in detail the thinking of the RIS3 and consider possible links to the emerging new RIS strategy. Work on strengthening the capacity of the local CCSI players to enable them to be partners to regional innovative entities, for instance, in marketing. Through surveying the CCSI, knowledge of the sector should be improved, thus providing better conditions to identify the innovation potential of the CCSI themselves. The findings should be applied in the updated RIS3.

HRADEC KRALOVE – PARDUBICE AGGLOMERATION⁷ STRATEGY

Integrated Territorial Investment Strategy for the Pardubice–Hradec Králove Agglomeration for 2014–2020

1 » This is the implementation document for the key integrated territorial investments in this metropolitan area which deals with matters in the area that can be financed from European Structural and Investment Funds (ESIF). Culture is represented through the Strategic Objective 2 – Smart and Creative Agglomeration, Specific Objective 2.3 – Development of Cultural and Creative Area, Measure 2.3.1 – Memory Institutions and Cultural Monuments. It provides an innovative approach to investment plans in the area of culture, following current trends.

⁷ The term refers to two regional capitals, Hradec Kralove and Pardubice, both having approximately the same population, their centres being only 20 km apart.

2 » Culture as included in Objective 2 – Smart and Creative Agglomeration relates especially to investments in the development of memory institutions in the area, including both buildings and digitisation of their collections, and an attractive content for all visitor groups. It also supports the development of institutions as centres of interaction with the entrepreneurial sphere in the area of the CCSI, and the centre of social interaction. In the town of Hradec Kralove, it primarily includes the project to revitalise the former army barracks into a repository for the museum, intending to combine this with a creative centre.

3 » Cooperation in preparing the new ITI Strategy should be intense. It should include an assessment of implementation of the existing measures from the viewpoint of the achieved functionality, and the new measures should be determined on the basis of experience from the previous implementation period. Work should be done on establishing strong links between the large-scale revitalisation projects for the regional institutions and the live town space along with creating active conditions to provide premises and institutional support for cooperation between big institutions and small CCSI entities. The knowledge capacity of the Department of Culture, Heritage Conservation and Tourism in the area of the Region's development should be enhanced to make it an active partner in the creative thinking of development through investments in cultural infrastructure.

STRATEGIC PLANS OF ASSOCIATIONS AND AGENCIES WITH PARTICIPATION OF LOCAL GOVERNMENTS THAT CARRY OUT THEIR ACTIVITIES IN THE HRADEC KRALOVE REGION

Strategic Plans of the Local Action Groups (MAS)

1 » Strategic plans of the local action groups are dedicated to the development of the area in which the relevant MAS operates and to topics which are defined for the relevant MAS on the grounds of its role and the subsidies available.

2 » The topic of culture across the MAS strategies is covered under a certain repeated pattern and plays no principal or innovative role in them. It includes very generally approached support for local traditions, usually in connection with tourism; repair or maintenance of minor monuments, or support for community life in the countryside in a broader functional context.

3 » The Department of Culture and Heritage Conservation can strengthen the know-how and innovation creativity of the MAS in connection with cultural and community development and strengthening the identity of the locations.

Strategies of Destination Agencies

1 » As with local action groups, the topic of culture is repeated in a similar pattern: support and promotion of cultural heritage in the context of its potential for tourism – often quite a vague wording. The same therefore applies as with the MAS – the entities are aware of the role of culture for regional development, but do not bring forth anything principal or innovative that would introduce new discourse into the support of the Region's cultural development.

2 » The Department of Culture and Heritage Conservation can strengthen the know-how and innovation creativity of the destination agencies in connection with innovative products with cultural and creative content. It can interlink the players in cultural and creative disciplines and tourism, and strengthen the imagination linked to the Region's brand as well as destinations in the area of culture and cultural heritage.

Culture in Development Documents of Level III Municipalities

1 » Culture as an independent part of an official strategic document can be found in most towns. Culture and heritage conservation is included in tourism by two-thirds of Level III municipalities. The same number also sees culture as a tool for improvement of life in their municipality.

2 » Seven of the 15 Level III municipalities stated in their plans and measures that their town needed new premises to hold cultural events in, or to reconstruct such premises or adapt them to the current needs of the community. Measures in six of the 15 Level III municipalities mention the development of promotion and five of

the 15 have undertaken the task of building up the community and forging a closer link between civic associations, cultural players and non-profit organisations.

3 » The Department of Culture and Heritage Conservation can strengthen know-how in the area of culture planning methodology, support the data knowledge of the territory, and awareness of the significance of culture as a strategic development topic in municipalities and their innovation capacity. It should also interlink the local governments and provide opportunities for mutual inspiration. It should consider using support tools that would follow up on the findings made as part of this analysis.

2.4 • Documents of Level III Municipalities

The official strategic documents of Level III municipalities in the Hradec Kralove Region are an official source of information providing a structured basic look at the situation in the sphere of culture and heritage conservation in the given location and the way the municipality considers these matters. In most cases, these two topics are included in the town's general strategy or the programme declaration adopted by the town's council. The only exception is Hradec Kralove, the Region's capital, which has a separate Concept of Culture of the Statutory Town of Hradec Kralove (note: as of 2022, this document is awaiting an update). By comparing these documents, we obtained a general overview of the approach to culture and heritage conservation in each location from the towns' official documents that are public domain. They serve to quickly gain an understanding of how culture is approached in the relevant Level III municipality in the context of the whole Region. The only exception is Jaromer, where, as of the time of preparation of this document, no strategic document was available that deals with the sphere of culture and heritage conservation. The data for this municipality are therefore treated as a negative response in the summary of figures.

2.4.1 • Key Conclusions from the Survey of Level III Municipality Documents

The structured comparison of strategic documents produced by Level III municipalities has brought an overview of topics which are troublesome for the relevant locations. Three of these topics are repeatedly identified in several Level III municipalities.

- Seven of the 15 Level III municipalities stated in their plans and measures that their town needed new premises to hold cultural events in, or to reconstruct such premises or adapt them to the current needs of the community.
- Six of the 15 Level III municipalities stated measures for the development of promotion.
- Five of the 15 Level III municipalities have undertaken the task of building up the community and forging a closer link between civic associations, cultural players and non-profit organisations.

Three of these fifteen municipalities are different: Hradec Kralove, Jicin and Trutnov. It is apparent from the available documents that in these three municipalities, their cultural infrastructure has already mostly been built. Their further plans are therefore superstructural. The development, however, takes a different course in each of them. A major portion of Hradec Kralove's strategic document is focused on events and festivals or the building up of the community. Jicin is focused on the development of live culture, and the plans in Trutnov are focused rather on promotion and marketing.

2.5 • Conclusion

Should we want to define the global conclusions and recommendations which the survey has implied for further strategic consideration of culture in the Hradec Kralove Region, we could state the following:

2.5.1 Key Findings

- The Region's new umbrella strategic document for 2022–2030, which is now under preparation, contains topics of culture in line with the current trends. Strategies emerge in which the topic of culture is supported both in specific goals focused on culture and cultural heritage as well as in general goals.

- On the contrary, the interim documents, which are usually important especially for their administrators and those who implement them, do not use the topic of culture explicitly as a tool to resolve issues.
- The Hradec Kralove Region's Investment Opportunities Strategy for 2020+ is also a blind spot. It does not work with the potential of culture and cultural heritage, not even as a component in the development of locations undergoing a structural change (brownfields) or part of the Region's marketing.
- The content of the Integrated Territorial Investment Strategy for the Hradec Kralove – Pardubice Agglomeration for 2014–2020 shows a highly progressive approach to the development of cultural infrastructure as well as memory institutions. The Region's strategy only begins to adopt a more progressive approach five years later.
- The strategic documents of both the local action groups and the destination agencies expect culture to be involved as part of their activities, but neither bring innovation nor do they significantly follow the latest trends. Both types of concepts work with similar schemes across their providers.
- On the contrary, the strategies of Level III municipalities differ more widely and show more apparently the dynamics of thinking behind culture and cultural heritage in each municipality, depending on the specific cultural resources in the location.
- The Department of Culture and Heritage Conservation can proactively share the acquired know-how and experience with the operation of the Region's culture strategy in the preparation of the ITI strategy, strengthen the link between the Region's and towns' projects, and bring a comprehensive look at the Region's investments in cultural infrastructure and the town's development in cooperation with development experts from the Regional Office and the Hradec Kralove Town Office.
- The Department of Culture and Heritage Conservation can support innovation and interlinking of cultural players in a debate with them.
- The Department of Culture and Heritage Conservation may help to support the mutual inspiration between municipalities and the methodology for cultural development in line with current trends.

2.5.2 • Proposed Solutions

- The Department of Culture and Heritage Conservation, in cooperation with the Centre for Investments, Development and Innovation (CIRI), will describe specific synergies and links between the emerging Strategy and the Region's overall strategy.
- The Department of Culture and Heritage Conservation can play an active role, especially with newly created concepts, in building up awareness of the overlaps of culture, and interlink the players inside as well as outside the Regional Office.
- The Department of Culture and Heritage Conservation can strengthen its capacity and know-how to become a partner for the discussion on the development of the Region, build up the source data base, and discuss it with the relevant partners inside the Regional Office, thus strengthening its position.

The Financing of Culture

3



.....

The Hradec Kralove Region is the legal founder of ten cultural organisations:

- Gallery of Modern Art in Hradec Kralove ●●●
- Gallery of Creative Arts in Nachod ●●●
- East Bohemia Museum in Hradec Kralove ●●●
- Research and Scientific Library in Hradec Kralove ●●●
- Art Activities Centre in Hradec Kralove ●●●
- Observatory and Planetarium in Hradec Kralove ●●●
- Observatory in Upice ●●●
- Regional Museum and Gallery in Jicin ●●●
- Museum of the Nachod Region ●●●
- Museum and Gallery of the Orlicke Mts. in Rychnov nad Kneznou ●●●

.....

The Hradec Kralove Region is a co-founder of four public benefit associations active in culture:

- The Klicperovo Theatre in Hradec Kralove ●●●
 - The Drak Theatre and the International Institute of Figurative Theatre ●●●
 - The Hradec Kralove Philharmonic Orchestra ●●●
 - The Archeopark in Vsestary ●●●
-

...

The greatest portion of expenses on culture is spent on museums and galleries (45.6%), operation of libraries (31.1%) and other cultural matters (11.1%) which include the operation of observatories and other specific institutions, for instance, the Art Activities Centre.

...

The total expenditure on culture in the Hradec Kralove Region's budget in the years 2008–2018 consistently grew, with the highest amounts being in 2015 due to the high costs of the reconstruction of the Gallery of Modern Art in Hradec Kralove.

...

An important factor influencing the profitability of the operated organisations is their location. Those organisations with headquarters in the Region's capital have the greatest profitability and visitor rates (Gallery of Modern Art in H.K., East Bohemia Museum, Research Library, Observatory and Planetarium) while some other organisations may face problems due to their distance from the town centre (Gallery of Creative Arts in Nachod, Observatory in Upice).

...

The key support tool for the organisations not founded by the Region is the Subsidy Fund of the Hradec Kralove Region. The allocated finances consistently grew in 2011–2019.

...

The greatest allocations from the Subsidy Fund in the area of culture are in subsidy programmes for heritage conservation, while programmes to finance other cultural matters have much lower allocations.

...

The greatest portion of expenditure from the Hradec Kralove Region's budget in 2018 by district⁸ went to Hradec Kralove (67.8%) and Nachod (10.2%), while the lowest portion was in the Trutnov district (6.0%).

...

The highest total expenditure on culture per capita was in the districts of Jicin, Hradec Kralove and Trutnov, while the lowest figure was in the districts of Nachod and Rychnov nad Kneznou.

...

⁸ Districts were Level III units until the end of 2002. They are now used as territorial units for courts, police and various other organisations. There are five districts in the area of the present Hradec Kralove Region.

3 • CULTURE FINANCING ANALYSIS FOR THE HRADEC KRALOVE REGION

This chapter describes the situation in culture financing in the Hradec Kralove Region at the time of preparation of this Strategy. Our Region is rich in culture, historical monuments, great projects and skilled people. Financial analysis must therefore be done very carefully to be able to assess the future financing model. This abbreviated version only contains a selection forming a logical part.

The analysis of culture financing in the Hradec Kralove Region is broken down into four main sections:

- The Hradec Kralove Region's expenditure on culture
- Economic situation of organisations funded by the Hradec Kralove Region and its public benefit associations active in culture
- Financing of the support tools for organisations other than those founded by the Region
- Territorial financing

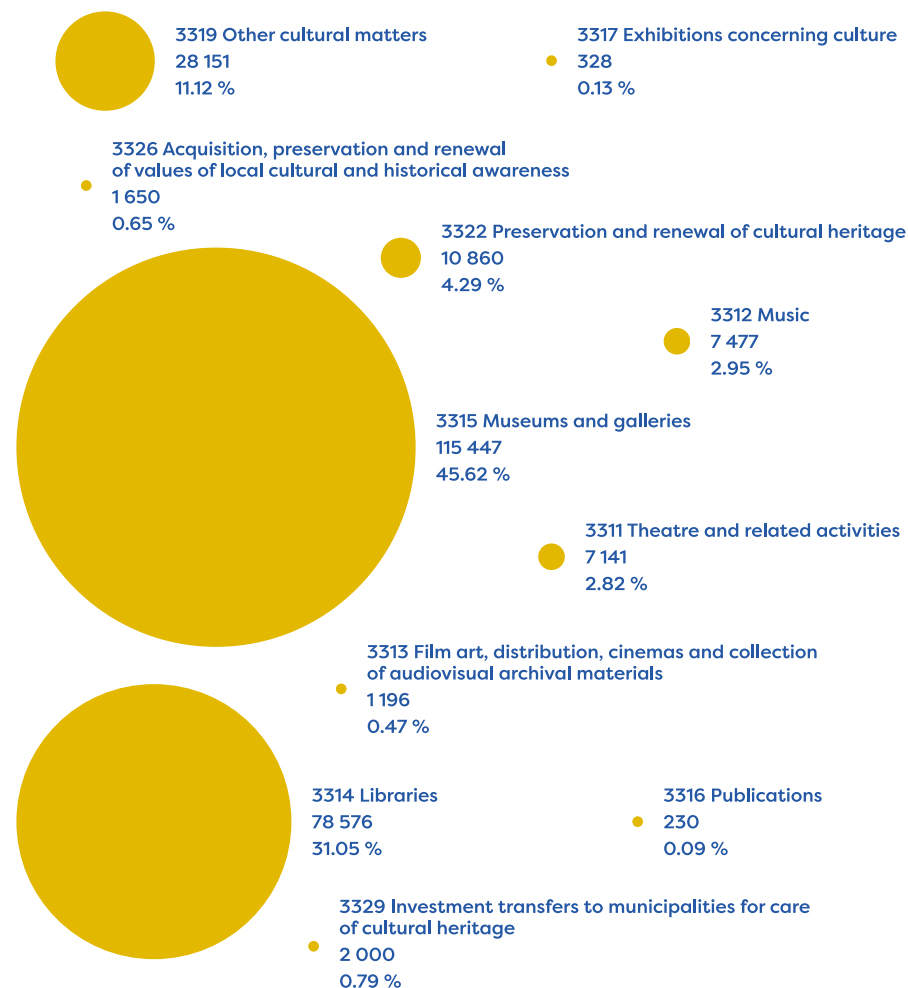
3.1 • The Hradec Kralove Region's Expenditure on Culture

This part analyses the Hradec Kralove Region's budgets in 2008–2018 and expenditure on culture in proportion to the Region's other expenses.

This part also includes a breakdown of expenses by type, the trends in the budget, cooperation with the Ministry of Culture in the Hradec Kralove Region, and a comparison with other (comparable) regions. Much more data and analyses are obviously available and place the graphs below in a wider context.

3.1.1 • Allocations by Subsection of the Budget for Culture

The graph below shows a breakdown of expenses of the Hradec Kralove Region on culture (Section 33) into individual items⁹ and their percentage. Most of the Region's expenditure on culture is used for the operation of museums and galleries, and library-related activities. A relatively high proportion of the expenses is also spent on "Other cultural matters" which covers, for instance, observatories, the Art Activities Centre and similar organisations.



Breakdown of expenditure of the Hradec Kralove Region on culture (budget, Section 33) in 2018, in thousand CZK.

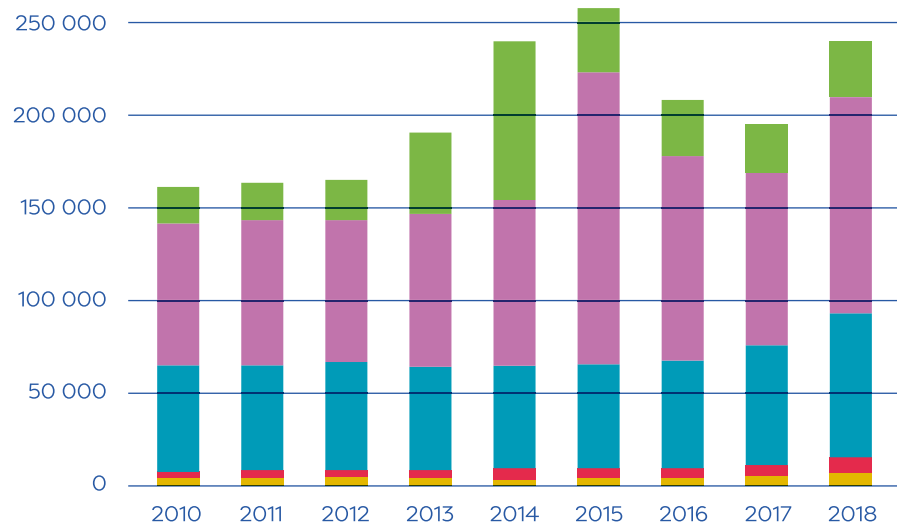
Source: Analysis of the Hradec Kralove Region's economy in 2018; APR¹⁰ 02/2020

⁹ The names of these items are taken from the chart of accounts applicable to public corporations.

¹⁰ Department of Analysis and Management Support.

3.1.2 • Budget History in 2008–2018

thousand CZK



Other cultural matters · Exhibitions concerning culture · Publications
 Museums and galleries · Libraries and related activities
 Film art, distribution, cinemas and collection of audiovisual archival materials
 Music · Theatre and related activities

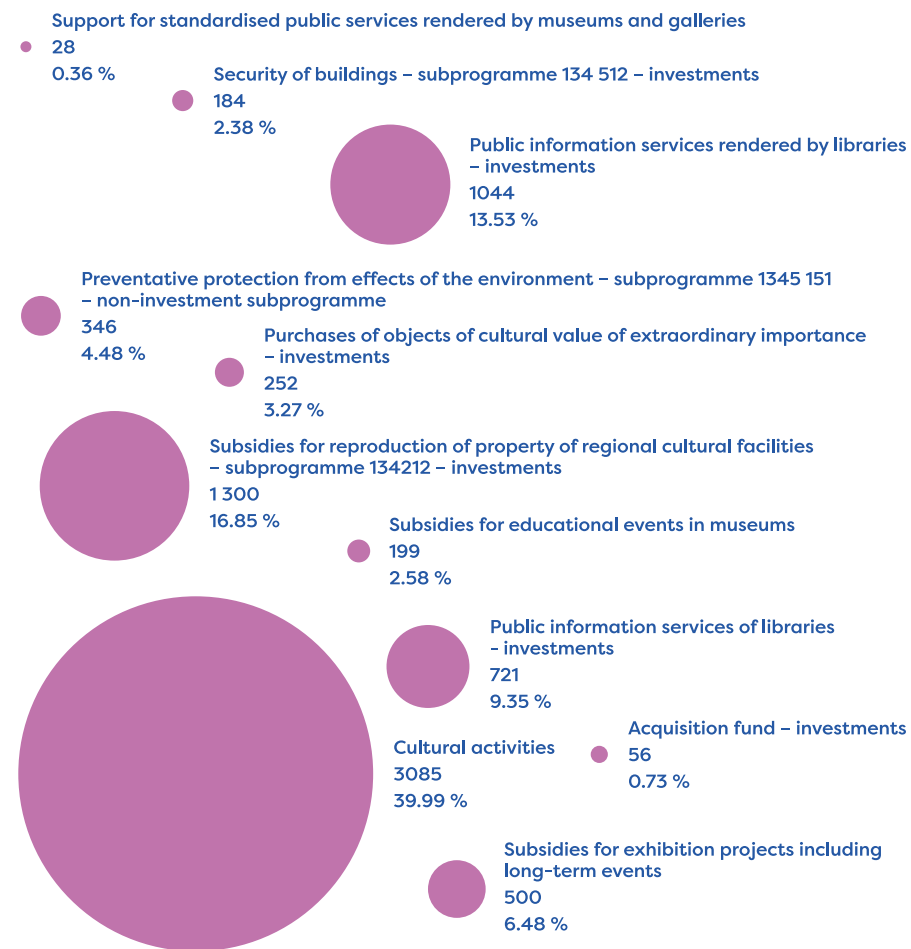
Breakdown of expenditure of the Hradec Kralove Region on culture (budget, Subsection 331) by type in 2010–2018, in thousand CZK.

Source: IISSP – Monitor – State budget; APR 02/2020

The total expenditure of the Hradec Kralove Region on culture (Subsection 331) had a rising trend in 2010–2015. The figures dropped in 2016–2017 and rose again in 2018. The highest figures were achieved in 2015 when expenses on museums and galleries saw a great increase in relation to the repair of the gallery building in Hradec Kralove.

3.1.3 • Ministry of Culture Subsidy Programmes Allocated in the Region

The graph shows the allocation of state subsidies in the territory of the Hradec Kralove Region. A total of 7,715 thousand CZK was allocated through the Regional Office to organisations funded by the Region and municipalities from the subsidy programmes operated by the Ministry of Culture in 2018. These finances are included in Section 33 (Culture, Churches and Media).



Allocations from the subsidy programmes operated by the Ministry of Culture in the Hradec Kralove Region in 2018 to municipalities and organisations funded by the Region, in thousand CZK.

Source: IS GINIS; APR 02/2020

3.1.4 • Comparison with Other Regions

Comparison with five other selected regions gives the Hradec Kralove Region an average rating during the relevant period. However, the expenditure of the Hradec Kralove Region was highest of all the compared regions in 2014, which was especially due to high investment expenses. In 2015 it was also relatively high, again due to high investment expenses. Those were also the two years in which the Region made higher investments in culture than any of the five compared regions. In operating expenses on culture, the Hradec Kralove Region was 3rd or 4th in 2012–2018.

Graph on opposite page → → →

- Operating expenses
- Capital expenses

Comparison of expenses on culture per capita in selected Czech regions (as per Section 33 – Culture, Churches and Media) in 2012–2018, in thousand CZK

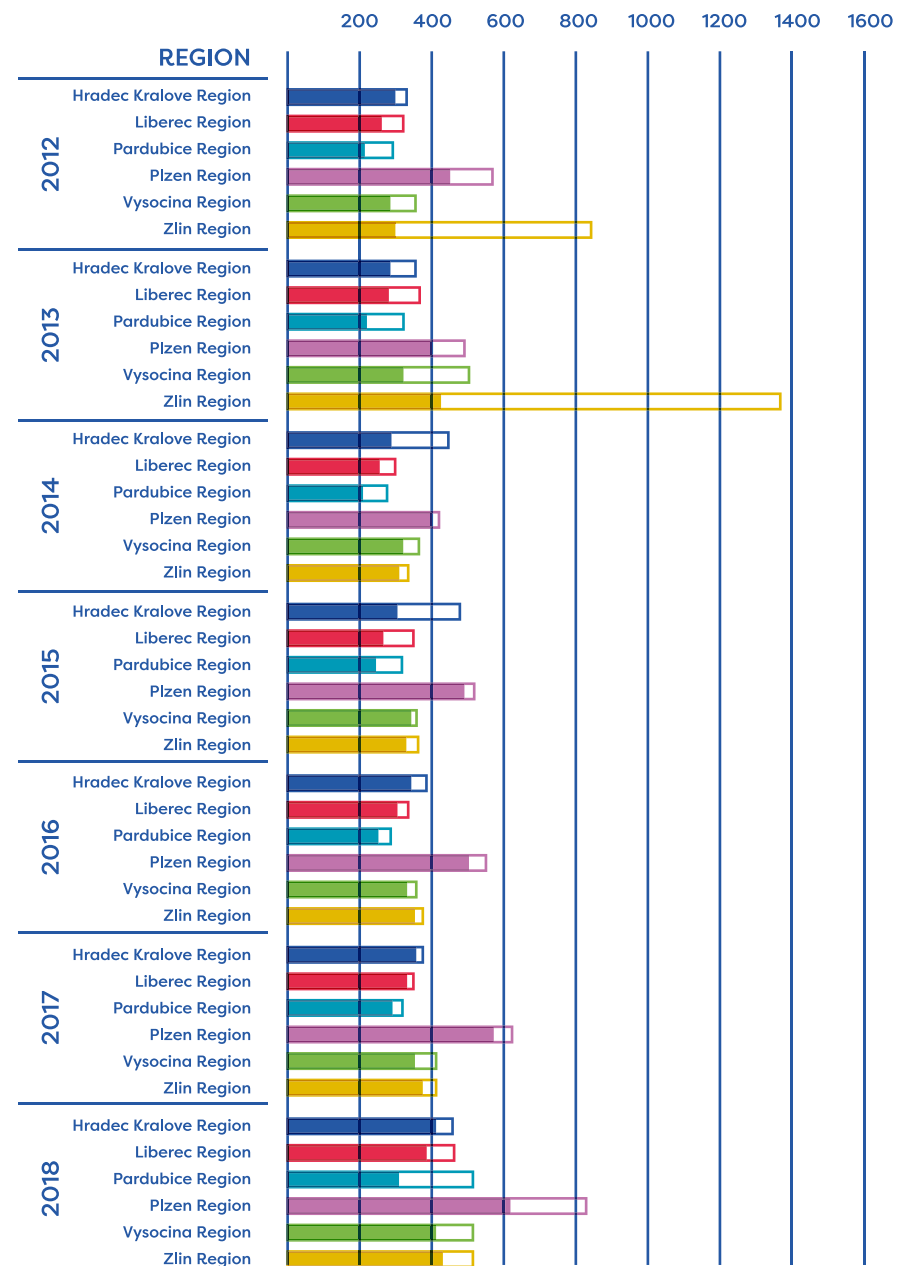
Source: IISSP – Monitor – State budget; Closing accounts of the Zlin Region; APR 04/2020

3.1.5 • Key Findings in the Area of Expenditure on Culture in the Hradec Kralove Region

The highest expenses on culture in Section 33, by subsection, went to Museums and galleries (45.6%), followed by Libraries and related activities (31.1%) and Other cultural matters (11.1%), an item which covers the operation of observatories and other specific institutions, such as the Art Activities Centre. The total expenditure on culture in the budget of the Hradec Kralove Region in 2010–2018 consistently grew, with the highest figures being in 2015, totalling 256,211 thousand CZK, especially due to the high investment costs of the reconstruction of the Gallery of Modern Art in Hradec Kralove. As regards the type of entity, the greatest portion of expenses on culture was allocated to organisations established and funded by the Region and its public benefit associations (84.8%).

The proportion of total expenses on culture in the overall expenses of the Region was between 4.24% – 6.66% in 2008–2018.

A total of 7,715 thousand CZK from the subsidy programmes operated by the Ministry of Culture was allocated, through the Regional Office, to organisations in the Region in 2018. Compared to the five other



selected regions (Liberec, Pardubice, Plzen, Vysocina and Zlin), the Hradec Kralove Region was average as regards total expenditure on culture in 2012–2018.

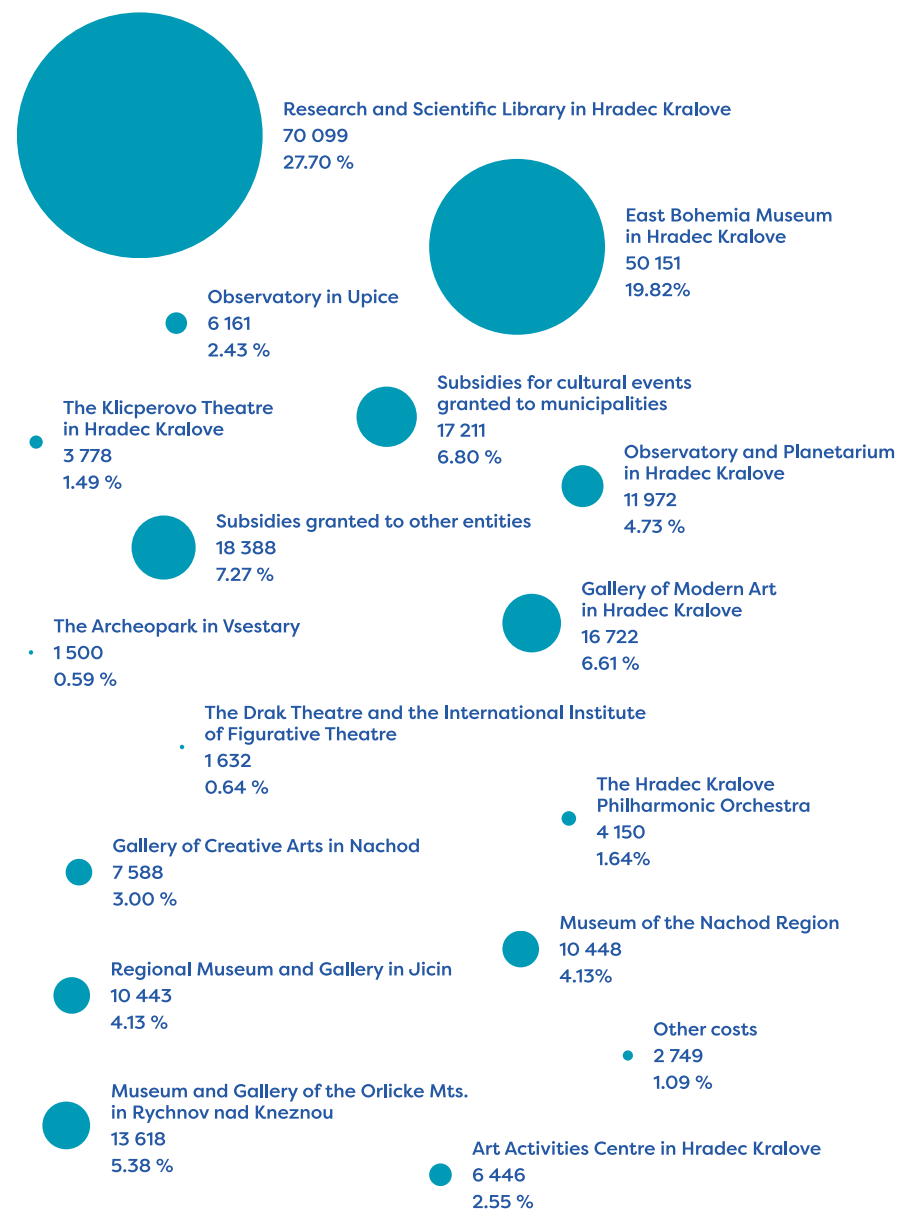
3.2 • Economic Situation of Organisations Funded by the Hradec Kralove Region and Its Public Benefit Associations Active in Culture

The Hradec Kralove Region is the legal founder of ten organisations which it also funds:

- Gallery of Modern Art in Hradec Kralove
- Gallery of Creative Arts in Nachod
- East Bohemia Museum in Hradec Kralove
- Research and Scientific Library in Hradec Kralove
- Art Activities Centre in Hradec Kralove
- Observatory and Planetarium in Hradec Kralove
- Observatory in Upice
- Regional Museum and Gallery in Jicin
- Museum of the Nachod Region
- Museum and Gallery of the Orlicke Mts. in Rychnov nad Kneznou

3.2.1 • Overall Financial Analysis

The graph below shows the allocation of funds by the Hradec Kralove Region to the relevant entities in 2018. The item “Other costs” covers finances related to culture but not to a single specific entity. The greatest portion, 84.8%, are cultural organisations funded by the Hradec Kralove Region and public benefit associations. Expenses on the Research and Scientific Library in Hradec Kralove and the East Bohemia Museum in Hradec Kralove constitute almost one half of the total expenses, approx. 48%.



Allocation of expenses of the Hradec Kralove Region on culture in 2018, in thousand CZK.

Source: IS GINIS; APR 02/2020

3. 2. 2 • Key Findings

The primary mission of organisations funded by the Region is not to generate profits but to provide a specific public service for which they are established. The operation of these organisations depends on the operating contribution granted by their founder. They usually cover approximately 20% of finances by their own economic activities. It is important for their activities to obtain finances from other public budgets. The budgets of the funded organisations are considerably affected by any extraordinary events such as reconstructions and new construction works. An important factor influencing the profitability of these organisations is their location. Those organisations with headquarters in the Region's capital have the greatest profitability and visitor rates (e.g. Gallery of Modern Art in H.K., East Bohemia Museum, Research and Scientific Library, Observatory and Planetarium) while some other organisations may face problems due to their distance from the town centre (Gallery of Creative Art in Nachod, Observatory in Upice). The analysed data shows that visitor rates begin falling before an organisation closes down for reconstruction as soon as the scheduled closure is announced in public. On the contrary, there is an intense growth in public interest when they reopen; in the case of the Gallery of Modern Art in Hradec Kralove the increase was more than double compared to the figures before the reconstruction. The largest cost items for the funded organisations are wages and statutory insurance, and for those organisations that do not own their own premises, rental fees are also a large item.

3. 3 • Public Benefit Associations Established by the Hradec Kralove Region

The Hradec Kralove Region is a co-founder of four public benefit associations active in culture:

- The Klicperovo Theatre in Hradec Kralove
- The Drak Theatre and the International Institute of Figurative Theatre
- The Hradec Kralove Philharmonic Orchestra
- The Archeopark in Vsestary

The co-founder with the first three organisations is the Municipality of Hradec Kralove, while the Archeopark in Vsestary was co-founded with the University of Hradec Kralove.

3. 3. 1 • Operating Subsidies

Public benefit association	2014	2015	2016	2017	2018
The Klicperovo Theatre HK	2 075,00	2 075,00	2 075,00	2 670,00	3 338,00
The HK Philharmonic Orchestra	2 075,00	2 075,00	2 075,00	2 826,00	3 910,00
The Drak Theatre and IIFT	1 350,00	1 350,00	1 350,00	1 350,00	1 452,00
The Archeopark in Vsestary	500,00	800,00	900,00	900,00	1 375,00
Total	8 014,00	8 315,00	8 416,00	9 763,00	12 093,00

Operating subsidies for public benefit associations in 2014–2018, in thousand CZK.

Source: Closing accounts of the Hradec Kralove Region (HKR) for 2014–2018.

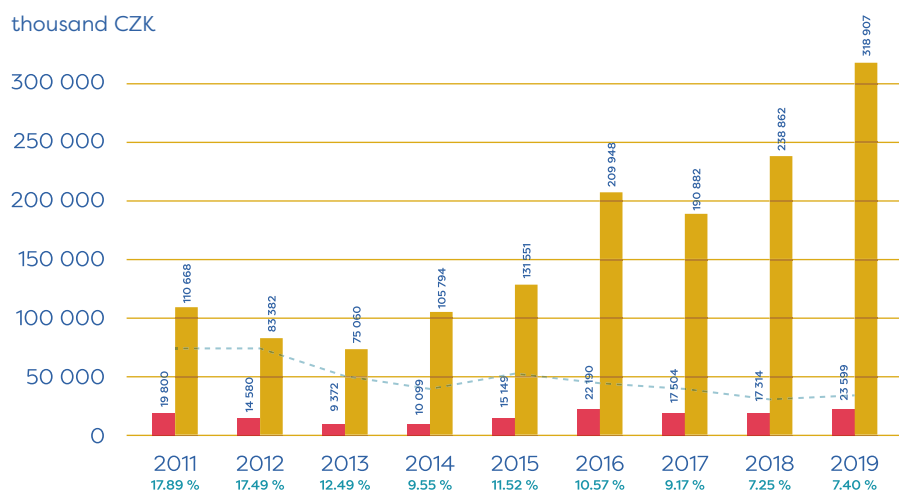
3. 3. 2 • Key Findings

The primary mission of public benefit associations is not to generate profits but to provide a specific public service. They are established for the purpose of providing a specific public service. The operation of public benefit associations depends on the finances granted from public budgets, especially those of the Municipality of Hradec Kralove and the Hradec Kralove Region. The amount of operating subsidy granted by the Hradec Kralove Region is based on an agreement with the Municipality of Hradec Kralove and is up to 5% of the total budget expenses of the public benefit association (The Klicperovo Theatre in Hradec Kralove, The Drak Theatre and the International Institute of Figurative Theatre, and The Hradec Kralove Philharmonic Orchestra). The Archeopark in Vsestary is fully subsidised by the Hradec Kralove Region while the University of Hradec Kralove primarily renders its services.

3.4 • Financial Support Granted to Organisations Other than Those Founded by the Region

The support tools to finance organisations other than those founded by the Region are primarily programme subsidies from the Subsidy Fund, individual subsidies, and subsidies for events under permanent patronage of the Council of the Hradec Kralove Region. Here are the two most important summarising graphs.

3.4.1 • Comparison with the Total Subsidies Granted by the Hradec Kralove Region



Subsidies for culture and heritage conservation, total
(Subsidy Fund of the Hradec Kralove Region, individual subsidies)

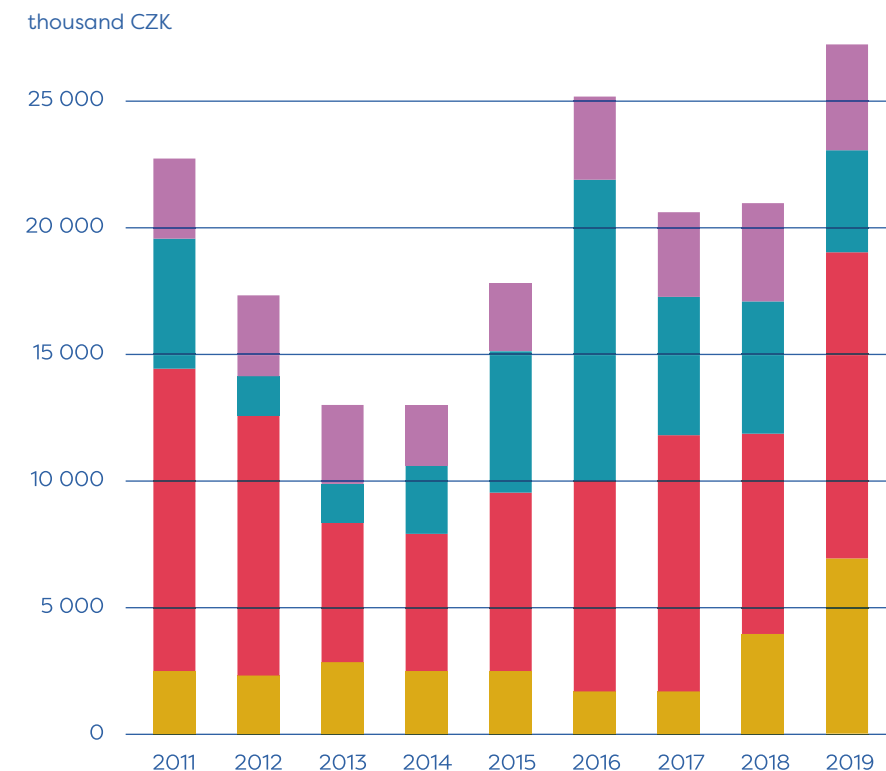
Subsidies, total
(Subsidy Fund of the Hradec Kralove Region, individual subsidies)

Share of subsidies for culture and heritage conservation in total subsidies, in %

History of subsidies for culture and heritage conservation granted by the Hradec Kralove Region (Subsidy Fund of the Hradec Kralove Region, individual subsidies) for 2011–2019, in thousand CZK, and their share in total subsidies, in %.

Source: Department of Regional Development, Grants and Subsidies; APR 04/2020.

3.4.2 • History of Subsidies for Culture and Heritage Conservation Granted by the Hradec Kralove Region



Permanent patronage in culture and heritage conservation
Individual subsidies in culture and heritage conservation
Programme subsidies from the Hradec Kralove Region's Subsidy Fund for heritage conservation
Programme subsidies from the Hradec Kralove Region's Subsidy Fund for culture

History of subsidies for culture and heritage conservation granted by the Hradec Kralove Region (Subsidy Fund of the Hradec Kralove Region, individual subsidies, permanent patronage) for 2011–2019, in thousand CZK.

Source: Department of Regional Development, Grants and Subsidies; APR 04/2020

3.4.3 • Key Findings

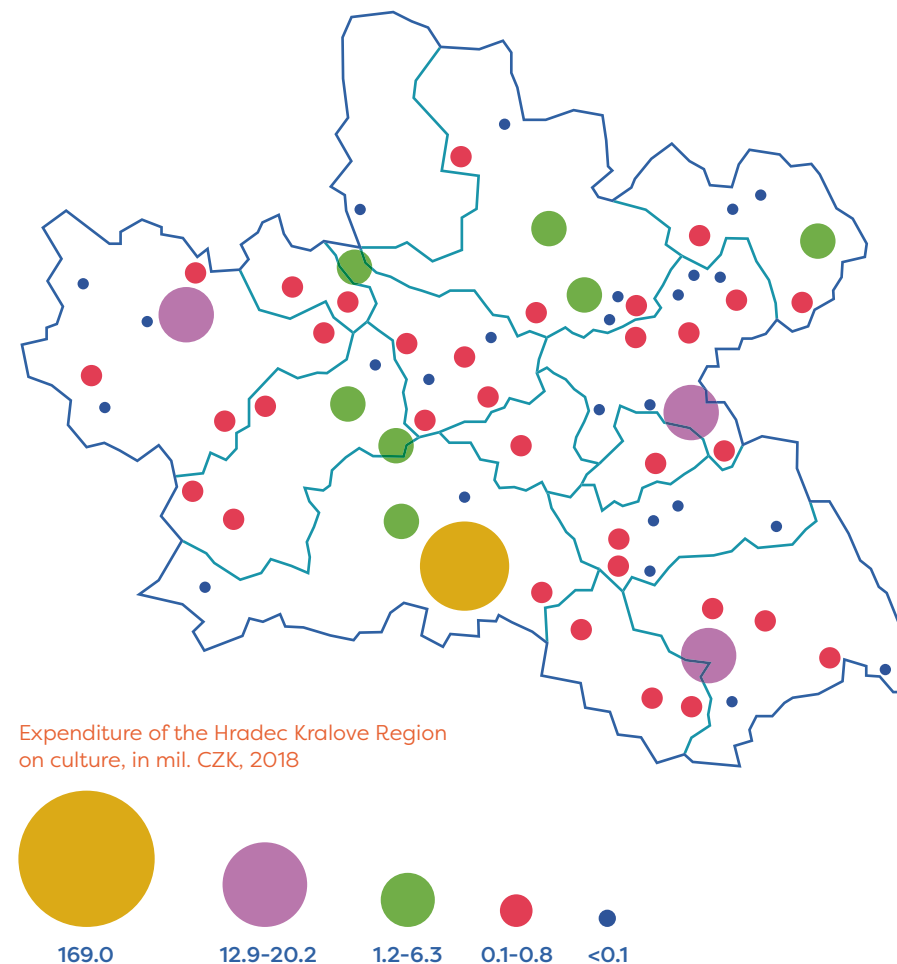
The total amount of subsidies for the support of other than funded entities is increasing more rapidly than subsidies for culture. The share of subsidies for culture in the total subsidies granted by the Hradec Kralove Region is falling. The lowest subsidies for culture were granted in 2013 (9,372 thousand CZK), the highest amount was granted in 2019 (23,599 thousand CZK). The lowest share of subsidies for culture and heritage conservation in the total subsidies was in 2018 (7.25%). The greatest share was in 2011 (17.89%). The key tool to support organisations other than those founded by the Region is the Subsidy Fund of the Hradec Kralove Region, with a generally growing trend in 2011–2019. In the segment of culture, the Subsidy Fund is divided into subsidy programmes for culture and for cultural heritage conservation. The greatest amounts are allocated to the subsidy programmes for heritage conservation, while the amounts allocated to the subsidy programmes for culture are substantially lower. A mild growth was seen in subsidies under permanent patronage of the Council of the Hradec Kralove Region in 2011–2019.

3.5 • Financing by Geographical Area

This chapter gives a brief overview of the allocation of finances for culture within the territory of the Hradec Kralove Region. The graphs provide figures by Level III municipality and their administrative areas.

3.5.1 • Expenditure of the Municipalities in the Hradec Kralove Region on Culture

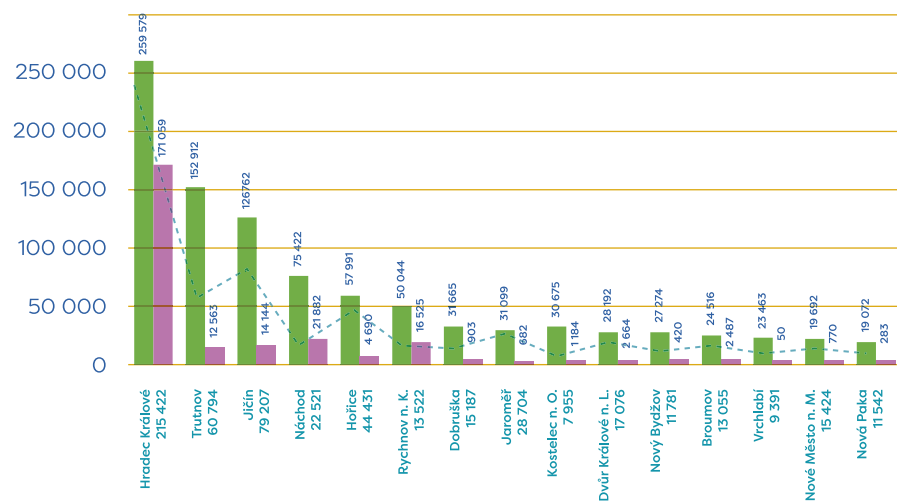
Map of expenditure of municipalities and the Hradec Kralove Region on culture in 2018



3.5.2 • Financing by Level III Administrative Area

This chapter contains a breakdown of expenses from the budget of the Hradec Kralove Region by Level III municipality and their administrative areas (15 in total). The expenses include all expenses of the Region for the given area irrespective of the type of entity: municipalities, organisations funded by the Region, public benefit associations, etc. The greatest amount was spent in the Hradec Kralove Level III area, where the Region's expenses are far higher than the expenses of the municipality, due to the high number of organisations funded by the Region and public benefit associations with their headquarters there.

thousand CZK



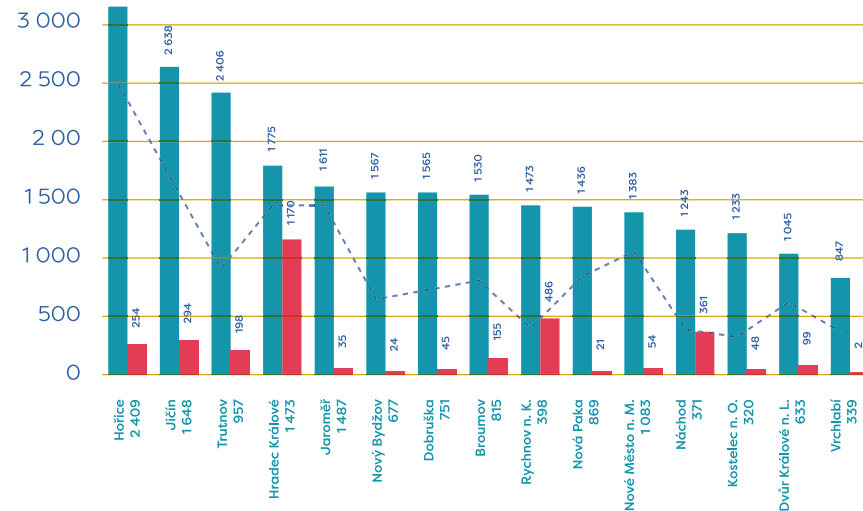
Expenses of municipalities on culture, by Level III administrative area
Expenses of the Hradec Kralove Region on culture in Level III municipalities
Expenses of Level III municipalities on culture

Total expenses of the Hradec Kralove Region for all entities in Level III administrative areas and the total expenses of municipalities by Level III administrative area on culture in 2018 (Section 33 of the budget, in thousand CZK).

Source: IISSP – Monitor – State budget; IS GINIS; APR 03/2020

The greatest amount of finances for culture per capita was spent in the administrative areas of Hořice, Jičín and Trutnov. The Hradec Kralove Region spent the highest amount per capita in the administrative area of Hradec Kralove especially due to the high number of organisations funded by the Region and public benefit associations headquartered there.

CZK



Expenses of municipalities on culture per capita, by Level III administrative area
Expenses of the Hradec Kralove Region on culture per capita in Level III municipalities
Expenses of Level III municipalities on culture per capita

Total expenses of the Hradec Kralove Region for all entities in Level III administrative areas and the total expenses of municipalities by Level III administrative area on culture in 2018 (Section 33 of the budget) per capita (in CZK).

Source: IISSP – Monitor – State budget; IS GINIS; CSU – population census; APR 06/2020

3.5.3 • Key Findings

- The highest expenses on culture per capita are mostly in smaller municipalities; the only exception among bigger municipalities is the Horice (Level III) municipality.
 - Except for the Region's capital, allocations exceeding 10 mil. CZK go to former district towns and especially to funded organisations.
 - Allocations between 1.2 mil. and 6.3 mil. CZK went, besides Level III municipalities, also to Vsestary (archeopark), Cerekvice nad Bystrici, Borovnice, and Upice (the observatory).
 - No subsidies were allocated in 2018 to Vrchlabi, and in Dobruska (both Level III areas) the amount was low.
 - The greatest portion of expenses from the Region's budget in 2018 by district went to the districts of Hradec Kralove (67.8%) and Nachod (10.2%). The lowest amount went to the district of Trutnov (6.0%). Some expenses cannot be assigned a specific location (approximately 1.5% of the total expenses on culture).
 - The greatest amount per capita is allocated in the district of Jicin, followed by the districts of Hradec Kralove and Trutnov. The lowest amounts per capita are in the districts of Nachod and Rychnov nad Kneznou.
- When comparing total expenditure on culture from the budgets of municipalities and the Region, municipalities allocate greater amounts to culture than the Hradec Kralove Region does.
 - The highest expenditure on culture from both the municipality and the Region is in the Hradec Kralove Level III area, where the share of the Region compared to municipalities is the highest.
 - Most of the expenditure allocated by the Region is designed to support the activities of the organisations established and funded by the Region and public benefit associations. The highest expenditure is allocated in the district of Hradec Kralove, where four funded organisations and all four public benefit associations have their headquarters.
 - The analysis shows that the geographical distribution and financing of cultural organisations follows the borders of the previous (until 2002) administrative units. The organisations operated by the Region are evenly distributed and financed in the former districts, while distribution and financing in terms of Level III areas is not even.

...

A total of 6,805 such entities were identified in the Hradec Kralove Region at the time of preparation of this Strategy.

Cultural heritage, and books and print are the most numerous activities.

...

The vast majority of them are businesses of private entities.

...

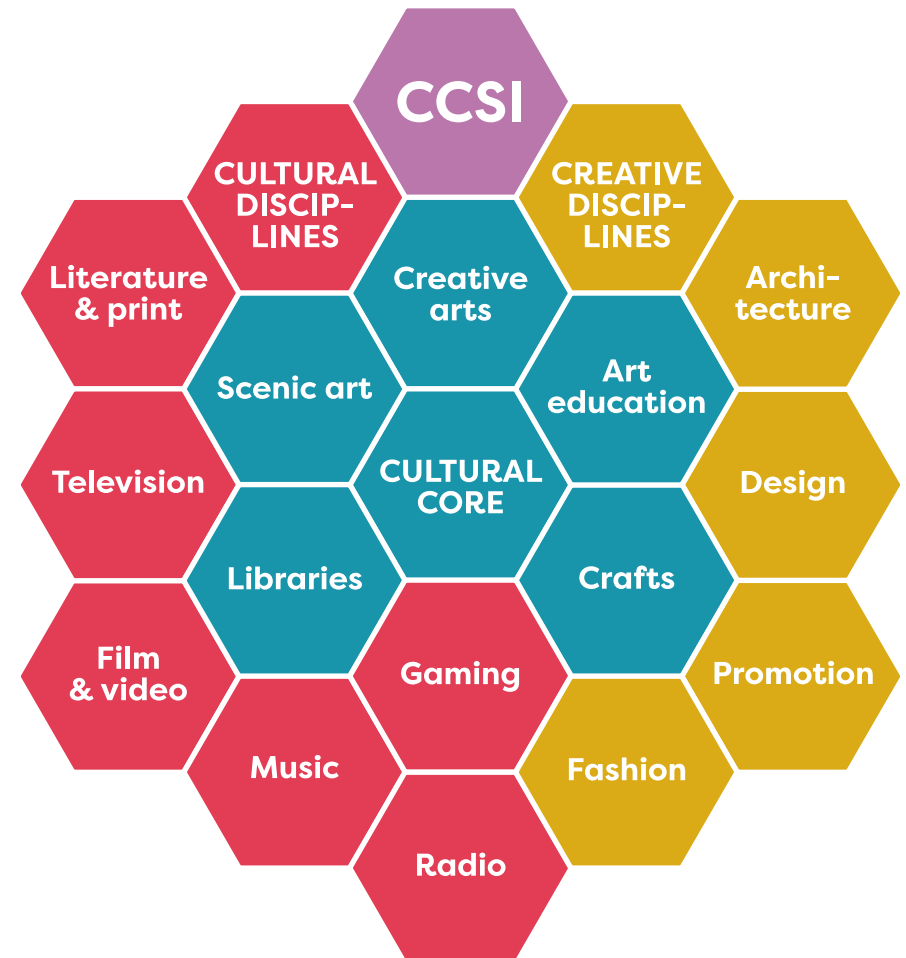
Some of those entities that carry out architectural, IT and cultural heritage activities are able to achieve higher turnovers. Turnovers are usually low with solely creative disciplines and publication activities.

...

Almost 40% of all entities in the Hradec Kralove Region that are active in cultural and creative sectors and industries (CCSI) have their headquarters in former district towns.

...

We have used the following basic types of cultural and creative sectors and industries:





4 • CULTURAL AND CREATIVE SECTORS AND INDUSTRIES

This classification is new for us, although cultural and creative sectors and industries have been with us since long ago. This chapter aims to provide a basic overview of this area in the Region.

The entities active in cultural and creative sectors and industries create products with a high added value, and their work can activate a long chain of suppliers and purchasers from various other disciplines, bringing prosperity to their own field of work. Their activities attract other potential workers, and that helps the development of the services segment.

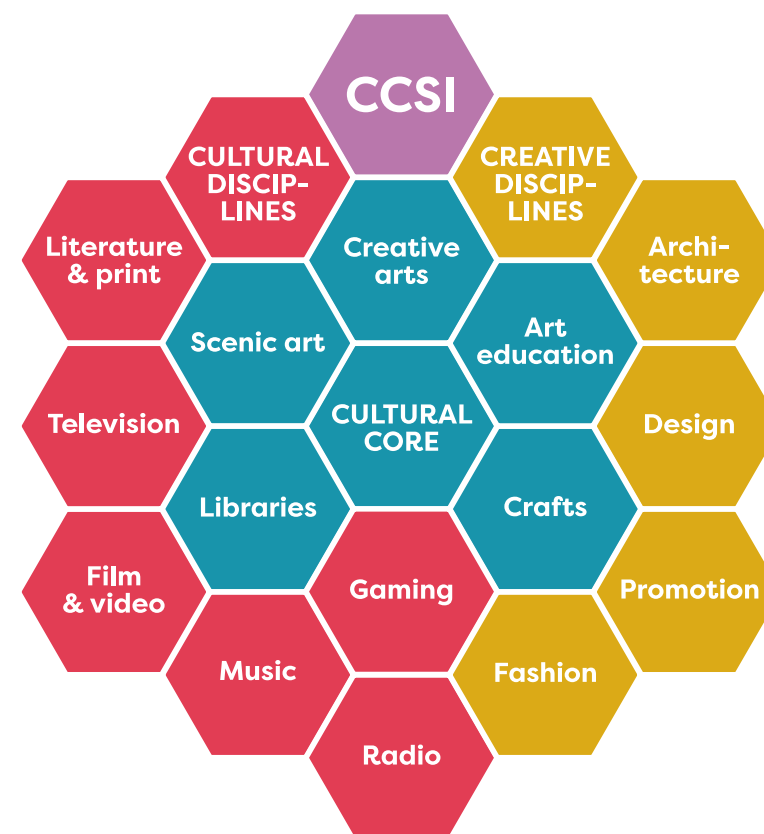
If the environment of cultural and creative sectors and industries is advanced, it can also attract another tourism structure to a location or region, increasing the share of creative tourism. It is therefore beneficial for Czech regions to create good conditions for the development of these disciplines in the form of effective support tools, similarly as in other European countries.

4.1 • Basic Division of Entities in Cultural and Creative Sectors and Industries

We have used the division of entities in cultural and creative sectors and industries into three basic areas, following the accepted methodology:

- **CULTURAL CORE**
- **CULTURAL INDUSTRIES**
- **CREATIVE INDUSTRIES**

These are divided further into fields of activity as can be seen in the graph below:



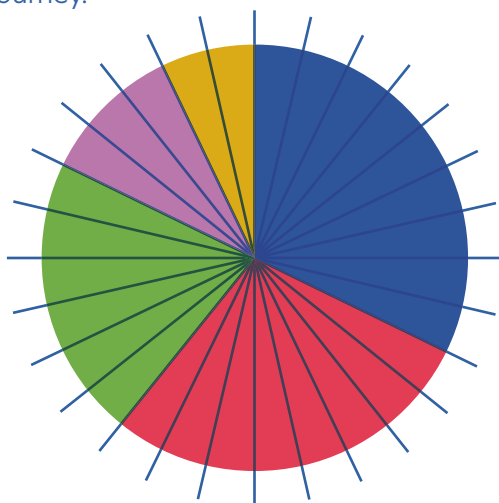
Areas in cultural and creative sectors and industries and their fields of activities as per national classification

4.2 • Numbers and Characteristics of Entities in Cultural and Creative Sectors and Industries in the Hradec Kralove Region

At the time of preparation of this Strategy, a total of 6,805 such entities were identified, their numbers being relatively evenly distributed between the segments of culture, creative industries and cultural industries, with approx. 7% made up of Other entities. The total of all registered entities in the Hradec Kralove Region, irrespective of type of activity, is around 150 thousand. A large number of those, however, also includes entities that carry out no actual activity.

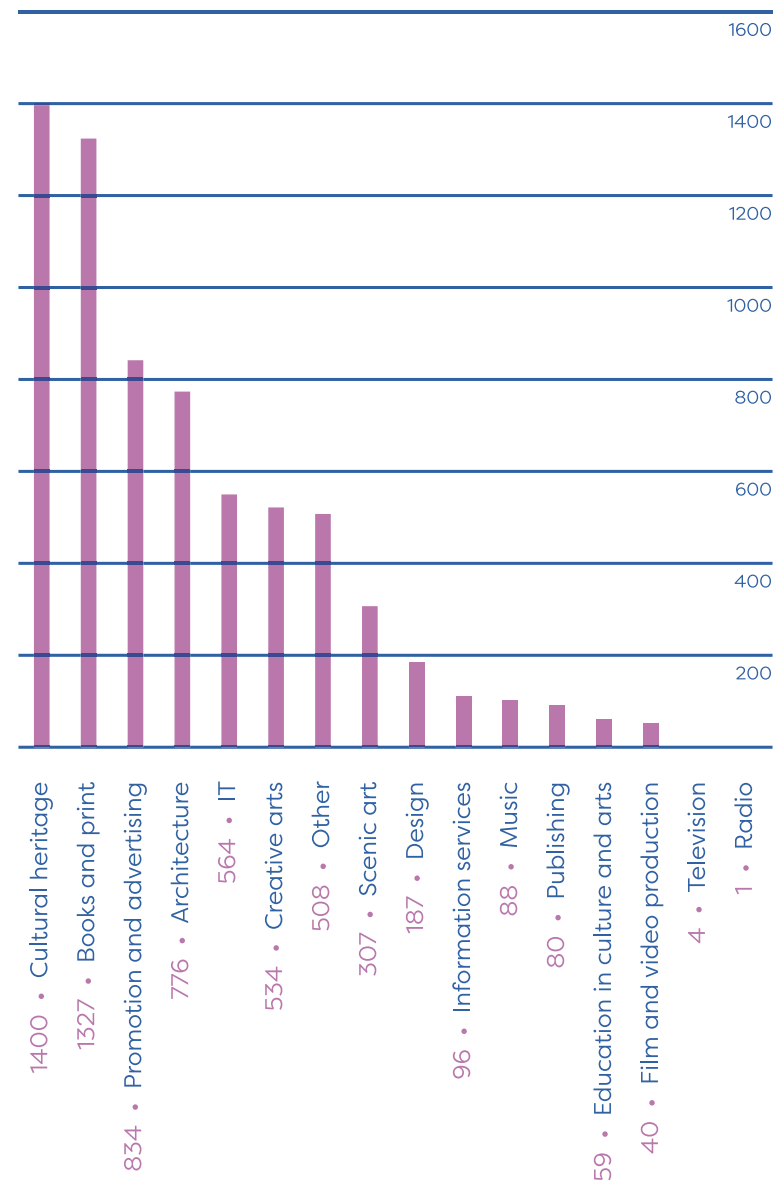
From the viewpoint of type of activity, most entities classify as cultural heritage. Books and print, promotion, and architecture are also numerous. Surprisingly, areas such as IT and design are clearly in the minority, and there is a negligible number of entities working in film, television and radio.

The survey for the purposes of the Region's analysis was carried out under the valid methodology of the Ministry of Culture, but was only the first step on our way to identifying the strongest disciplines in our Region and the active players in them. We are certainly going to continue that journey.

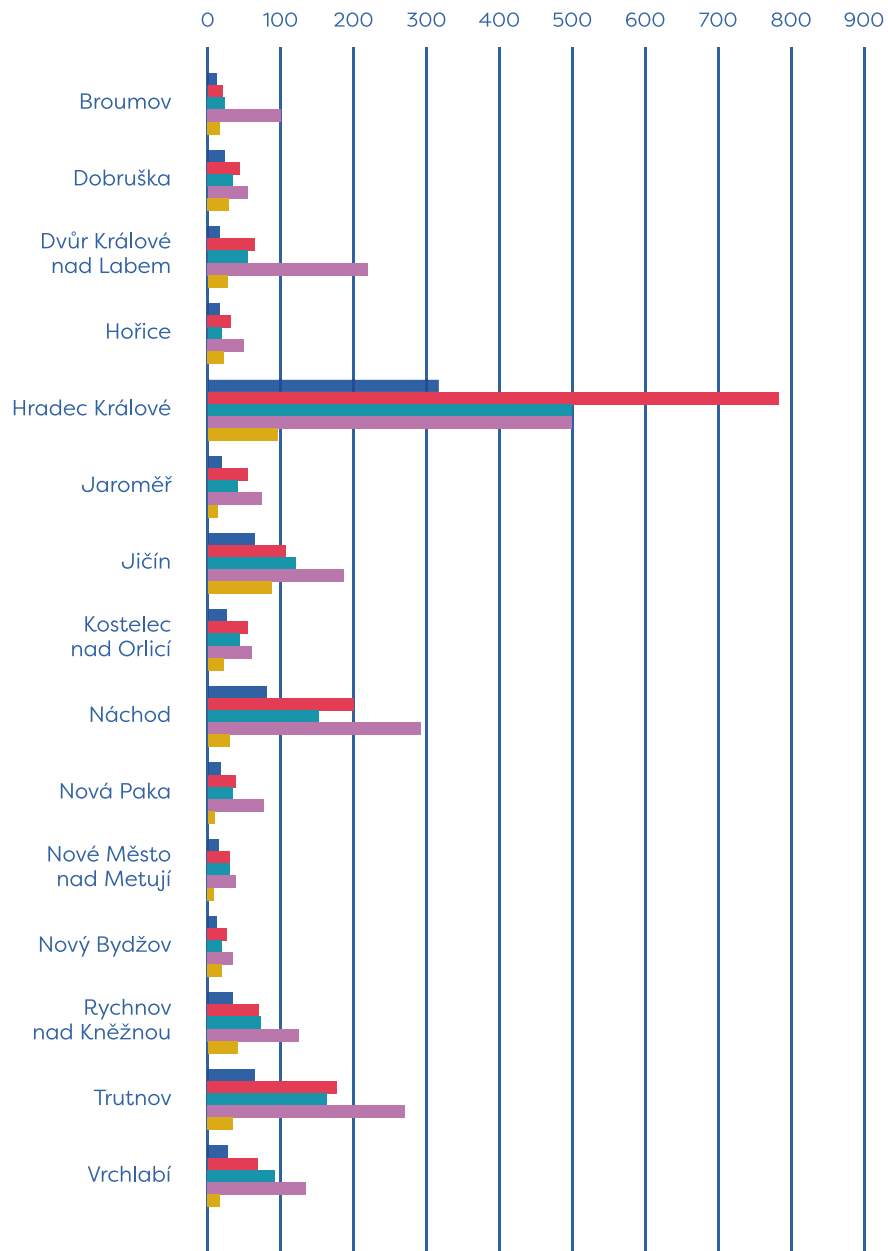


Entities in cultural and creative sectors and industries in 2019, by segment

Cultural segment: 2300 • **Creative industry: 1797**
Cultural industry: 1460 • **IT and communication services: 740**
Other: 508



Numbers of entities in cultural and creative sectors and industries in the Hradec Kralove Region in 2019, by type of activity



Numbers of entities in cultural and creative sectors and industries in the Hradec Kralove Region in 2019, by segment and Level III area

4.3 • Entities in Cultural and Creative Sectors and Industries in the Districts of the Hradec Kralove Region

As a supplementary part of the quantitative analysis, numbers of entities in cultural and creative sectors and industries in selected towns of the Hradec Kralove Region were surveyed. These are former district towns that, besides being the biggest towns in their area (except for Rychnov nad Kneznou, which ranks 8th), still form the natural centres of the region.

The inevitable finding is the principal dominance of Hradec Kralove as the Region's capital and the natural regional centre, whose population far outnumbers that of any of the former district towns.

Numbers of entities that have their headquarters in the former district towns of the Region more or less correspond to the size of these towns and their importance as natural centres and sites of growth. A considerably lower presence of entities in cultural and creative sectors and industries, based on selected information from the available data, is found in Rychnov nad Kneznou, even considering its lowest population figure. Almost 40% of all entities in cultural and creative sectors and industries have their headquarters in former district towns (whose total population makes up 31% of all inhabitants of the Region). In Hradec Kralove alone, 24% of all these entities have their headquarters, while the town makes up 17% of the Region's population.



PREVAILING TYPE OF ACTIVITY	TOTAL	Hradec Králové	Jičín	Náchod	Rychnov n. K.	Trutnov
Architecture	380	274	22	27	17	40
Libraries and archives	5	2	1	1	0	1
Museums	9	2	1	2	1	3
Organisations providing support for culture	5	2	3	0	1	0
Promotion agencies	377	256	19	43	10	49
Web portal and related activities	21	14	2	1	1	3
Data processing and hosting	32	22	4	3	1	2
News and press agencies	23	14	2	2	1	4
Photography	157	89	15	8	16	29
Retail in newspapers, magazines and stationery	10	1	2	2	2	3
Retail in second hand items	209	69	19	43	24	54
Retail in audio and video recordings	1	0	0	1	0	0
Retail in books	7	3	0	2	1	1
Other IT activities	22	13	3	1	2	3
Other information services	3	2	0	0	1	0
Other retail in new goods in specialised shops	193	77	35	39	4	38
Other software publishing	19	16	2	1	0	0
Other publishing work	20	16	2	1	0	1
Support for scenic art	90	61	8	6	3	12

PREVAILING TYPE OF ACTIVITY	TOTAL	Hradec Králové	Jičín	Náchod	Rychnov n. K.	Trutnov
IT advisory	133	85	15	9	7	17
Provision of audio recordings and music publishers	39	29	3	1	2	4
Postproduction of film, video recordings and TV features	1	1	0	0	0	0
Production of film, video recordings and TV features	12	7	0	4	1	0
Programming	104	70	6	11	5	12
Film screening	3	1	0	1	0	1
Rental of videotapes and disks	2	0	1	1	0	0
Operation of cultural facilities	22	13	1	2	2	4
Translating and interpreting	593	361	51	59	30	92
Radio broadcasting	1	1	0	0	0	0
Scenic arts	11	8	1	0	0	2
Specialised design services	72	56	6	0	3	7
HW administration	9	6	1	0	0	2
Creative art work	49	34	2	5	5	3
Art education	25	19	2	2	1	1
General public administration	12	5	1	1	2	3
Publication of magazines and other periodicals	10	4	1	3	1	1
Publication of books	8	8	0	0	0	0
TOTAL	2691	1641	232	282	144	392

Numbers of entities in cultural and creative sectors and industries in the Hradec Kralove Region in 2019

4.4 • Key Findings

Based on the available data, a total of 6,805 entities active in cultural and creative sectors and industries were identified in the Hradec Kralove Region and analysed.

- The highest number of these entities are active in the fields of cultural heritage and books and print.
 - The vast majority of these entities are businesses of private entities.
 - A substantial portion of these entities have very low turnovers, which implies that for them this is probably a supplementary activity to their primary source of income.
 - Higher turnovers can be achieved by entities in architecture, IT, and cultural heritage. Solely artistic disciplines and publishing activities usually have lower turnovers.
 - As regards geographical distribution and legal form, a higher concentration in Level III areas with a more prominent core municipality can be seen with commercial entities. With non-commercial entities and public institutions, concentration in former district towns is apparent.
 - The town of Hradec Kralove plays a dominant role, yet not principal (with 24% of entities and 17% of inhabitants of the Region). Among the former district towns, only the position of Rychnov nad Kneznou is relatively weak.
- As regards the ratio of number of entities to number of inhabitants, the Hradec Kralove Level III area leads, and a relatively high figure was also identified in the areas of Nova Paka, Dobruska, Jicin, Kostelec nad Orlici and Vrchlabi. This ratio is low for the Level III areas of Trutnov, Jaromer and especially Broumov and Novy Bydzov.
 - The total figures are influenced by the group of Other entities, which include public administration institutions.
 - The results show an apparent impact of the methodological issues described in the Limits chapter (see the full text of this Strategy). For these reasons, it is impossible to gain a completely clear picture of the condition, geographical distribution and potential of entities active in cultural and creative sectors and industries in the former districts of the Hradec Kralove Region.

ANALYSIS

CONCLUSION

As apparent from the analysis, culture in the Hradec Kralove Region has an enormous potential for development as well as investment. We have a strong background of stable and dynamic cultural institutions. Great momentum is given to the Region by numerous festivals with a long tradition and great economic benefits. Even though many strategic documents already reflect on culture, this is not always done with a good knowledge of the new trends. There is an apparent, highly negative demographical trend in the Region, and well-targeted support for cultural and creative sectors and industries is a great opportunity to reverse this trend. The analysis also shows that support for culture in the Region is uneven in geographical terms, while the highest expenditure on culture is spent by the smallest municipalities.

Besides all these interim findings and conclusions from the analytical part, what we have found is that if we want to undertake competent decision-making concerning culture in the future, we need to have high quality data. That's what we will definitely be seeking.

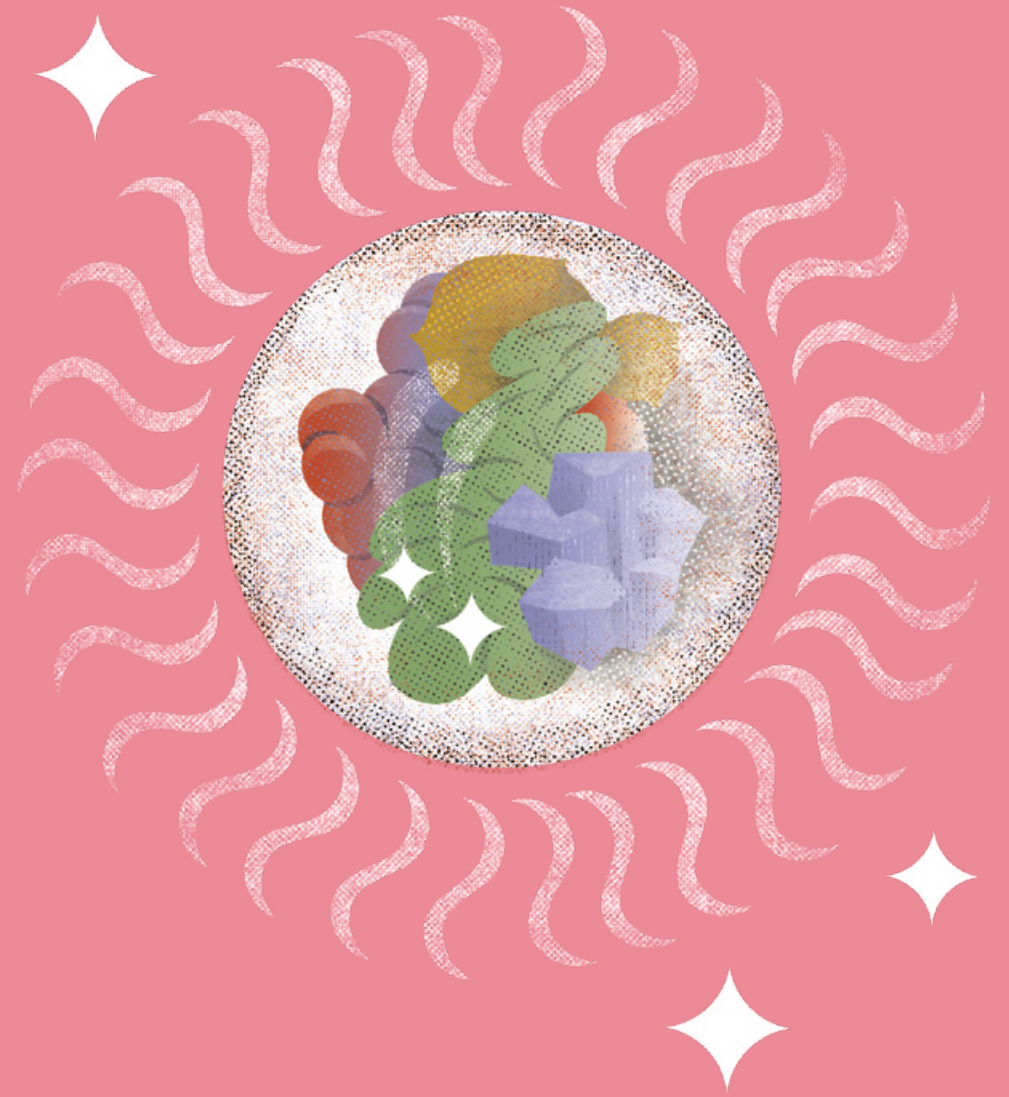
PROPOSAL

The preparation of the proposal part of this Strategy followed once the analysis had been completed. During this stage of work, we also had to deal with the pandemic and lockdowns. It also confirmed how determined the players in culture are in the Region. Despite the pandemic and online restrictions, they tirelessly worked with us on formulating the strategy, and they all deserve great thanks. Altogether, almost twenty online working groups had been held by spring 2021 that jointly elaborated on and scheduled the most relevant activities for the 14 goals in the emerging strategy. These goals, their indicators and typical activities were also verified with players at the national level at a joint meeting in Prague in September 2021. The proposed concept measures for culture are divided today into four areas and fourteen goals, and comprehensively cover the areas of culture, cultural heritage and cultural and creative sectors and industries, and the proposal anticipates further steps to be taken by the Region, stretching to the year 2030.

In 2022 we are preparing the first action plan and we already know that we will be presenting our results for discussion to all the involved partners on a joint platform every year in the autumn. The work on the strategy will therefore be a never-ending sequence of short-term action plans, evaluation of the results achieved, modification of further steps, and so on. Still, this will be a highly creative work with a high degree of participation, and its results will help to transform our Region in the best sense of the word.

Vision 22~30 Proposals

5



Vision 22~30 Proposals

For the year 2030, culture and cultural heritage in the Hradec Kralove Region presents a picture of a rich, fresh and inspiring cultural offer for every age group, available in big towns as well as small municipalities. The offer is often exclusive and renowned, for which people travel to the Region, and with which the locals identify.

Monuments, historical buildings and centres of municipalities are in good technical condition, restored and as open as possible to the contemporary life, standards and trends of the 21st century.

The cultural and creative segment is alive, innovative and able to keep up with new challenges. It offers a great potential for the development of the economy as well as experiences for locals as well as tourists, and helps to maintain craft traditions, traditional folk culture and other cultural riches passed down from previous generations.

Culture helps to make the young generation stay in the Region, pro-actively become involved in value creating, while the older generations remain active. A strong and prominent culture in the Region contributes to the overall pleasant atmosphere and high quality of life. Primarily, however, the full potential of culture is used as an inspiration for the creative life and joy of the Region's population, and the Region's development.

ACCESSIBLE **AND INNOVATIVE CULTURE**

In the area of accessibility of culture, the Region will strive to provide conditions for cultural organisations to be able to become lively centres of communities in their location. The support will also include methodological and financial tools to develop high quality and sustainable architecture and design of the cultural facilities so they can become part of the progressive brand of the municipalities in the 21st century.

The Region will encourage development of the knowledge of municipalities and cultural and other players who contribute to the Region's development in trends of cultural planning, and the position of culture and cultural heritage as part of the development visions of municipalities. Conditions will be prepared for sharing experience and development of know-how, and strengthening mutual relationships.

The primary interest will focus on supporting equal accessibility of culture for all the Region's inhabitants. This support will be provided in cooperation with cultural organisations, municipalities and organisations active in education and social services. Strong emphasis will be put on accessibility of culture by young people and on creating opportunities for their self-fulfilment as well as opportunities for cooperation with established institutions and projects.

Goal 1: High-quality, Widely Accessible and Long-Term Sustainable Cultural Infrastructure.

Measure 1.1 • Improvement of conditions for the development of high-quality public services rendered by cultural institutions and facilities by means of reducing barriers

- National Renewal Plan – the Region should prepare its implementation for cultural facilities and centres – conditions, intentions, communication, promotion

- Cultural advocacy should contribute to promoting the position of cultural organisations as open places that play the key role in creating the local social and cultural capital
- Support for intentions providing synergies of joint facilities for the town hall, library, community centre, schools, primary art schools
- Support for the development of the material and technical foundations of institutions other than those founded by the Region
- Guaranteed support for the development of cultural infrastructure in municipalities as part of the Centre for Development of Architecture and Urbanism

Measure 1.2 • Creating financial and non-financial tools for supporting cultural organisations to strengthen their role of open local citizens', community and creative centres

- Modify the programme for the development of rural areas as a tool to renew cultural and community infrastructure in municipalities
- Prepare the revitalisation programme for libraries to become community culture centres

Measure 1.3 • Pro-active planning of the agenda for the use of the Region's property and the role of entities in cultural and creative sectors and industries in refreshing and developing this property

- Based on the survey of the Region's property, identify property that is suitable for use by entities in the cultural and creative sectors and industries
- Initiate and prepare a strategy for the use of the Region's property in relation to the needs and possibilities of entities in the cultural and creative sectors and industries (non-profit as well as commercial sector) wherever suitable and sustainable

Measure 1.4 • Preparation of strategic projects for the Hradec Kralove – Pardubice agglomeration

- Actively develop the partnership with the ITI of the Hradec Kralove – Pardubice agglomeration
- Implement projects that have received support within the ITI of the Hradec Kralove – Pardubice agglomeration

Goal 2: Culturally Diverse, Motivated and Creative Young Generation of the Region's Inhabitants

Measure 2.1 • Organisations founded by the Region create opportunities and support the initiative and implementation of the ideas of young people in the area of culture, cultural and creative sectors and industries, and community activities

- Survey the needs and demand of young people regarding the cultural offer in cooperation with cultural organisations
- Improve the generational throughput of teams of the organisations founded by the Region
- Intensely look for and support new young local leaders
- Make young people involved as volunteers in cooperation with institutions and festivals; make them involved in the preparation of the programme in institutions
- Boost the readiness of institutions for the emergence of the digital generation
- Prepare a concept of a group or commission of experts under 35 years of age who will contribute to decision-making regarding the subsidy programme for the youth

Measure 2.2 • Involvement of young people and young experts in the cooperation with the established institutions and projects

- Prepare programmes for the emerging young generation (start-ups)
- Support original creative work by creators living in the Region
- Define possibilities to monitor attendance of people under 30 years of age
- Survey students at secondary art schools including architecture – which schools the students who live in the Region attend; improve information on job opportunities
- Define the mechanism for the Region's patronage with new projects

Measure 2.3 • Cooperation with the universities based in Hradec Kralove in the development and attractiveness of the culture and leisure time offer for students

- Communicate with universities regarding opportunities to establish a university campus to run a programme for students, a lively meeting ground for the young generation
- Prepare an overview of activities of student associations at the university and their needs, discuss whether the Region can in any way support and accelerate their activity for the young generation
- In cooperation with the universities based in Hradec Kralove, survey the interests and needs of university students for the cultural offer in the town
- Invite the representatives of Hradec Kralove universities and consult the findings with them

Goal 3: Innovative and Interconnecting Role of Culture in Communities and Municipalities

Measure 3.1 • Support for municipalities in the conceptual approach to culture as a strategic tool for their development

- Prepare the concept of Smart Academy in the Smart Region for the area of culture and cultural and creative sectors and industries for municipalities
- Prepare a platform for networking of municipalities and exchange of experience in culture and community development
- Prepare the main rules for municipalities in the development of culture in accordance with the international standards
- Prepare updated data sources regarding entities in cultural and creative sectors and industries for municipalities to be able to use them
- Support the development of the Hradec Kralove – Pardubice agglomeration also through the cultural offer (towns as well as regions)

Measure 3.2 • Prepare financial tools to support more balanced financing of culture in the region in cooperation with municipalities

- Prepare a concept and update the current system of co-financing projects by municipalities and the Region
- Prepare a concept for the Region's community foundation with the participation of the commercial sector in the Region

- Prepare a conceptual plan to finance organisations founded by the Region and the share of municipalities to consider greater balance in financing the Level III areas
- Prepare a concept for the support for weak areas by the Region's subsidy programmes

Measure 3.3 • Support for the establishment of cultural activities and projects with innovative experimental and interdisciplinary content and development potential for local communities in the area of live culture and heritage conservation

- Prepare a subsidy programme targeted at innovative projects and overlapping activities in culture that contribute to development of the municipality
- Regularly update events supported in long-term financing based on a survey of new projects of higher than regional importance

Measure 3.4 • Providing accessibility of high-quality cultural content outside big towns

- Prepare the Region's mobility support tool for the target groups (schoolchildren, seniors)
- Support and develop local leaders in smaller and problematic regions
- Prepare a programme in cooperation with the national players in live art for the distribution of contemporary art projects in smaller municipalities

Goal 4: Strong and Well-organised Role of Culture and Creativity in Social Policy and All Educational System Levels

Measure 4.1 • Setting up cooperation between cultural institutions founded by the Hradec Kralove Region on the one side, and entities providing education, and entities active in social care on the other

- Prepare a financial tool for cooperation in the joint projects in schools and cultural institutions, including the support for the mobility of schools and for entities active in social care to work in cultural facilities
- Set up collection of data on attendance of the institutions by schools in the relevant area, carry out survey of demand, define the existing direct communication channels and existential barriers for the implementation of joint projects for educational and social care facilities in the Region

- Prepare a systematic offer of shared programmes of cultural institutions that will focus on the tools of culture and art wherever appropriate, in cooperation with non-profit organisations that specialise in these phenomena
- Create conditions for cooperation of cultural institutions, for instance, the topic of adoptions and other socially sensitive topics; support cultural institutions in their social involvement wherever suitable

Measure 4.2 • Support for cooperation between cultural players and educational and social care institutions

- Prepare subsidy programmes or expand existing programmes to cover the possibility of targeted drawing for projects for cooperation between cultural organisations and educational and social care organisations
- Incorporate measures in culture into the local action plans for education at the levels of the Region and the municipalities—prepare the methodological instructions, seminars or trainings for the local action groups

Measure 4.3 • Securing conditions for culture free of barriers (physical, communication, mental, economic and other) in the Hradec Kralove Region

- Prepare a subsidy programme to guarantee barrier-free access to institutions founded and co-founded by the Region
- Create the “Barrier-free Culture” mark which will allow sharing of the offer of cultural services without barriers; support cultural donations
- Survey and develop the existing tools in the social care area with the cultural players, including the sharing of resources and examples of good practice in cooperation between festivals and social care organisations
- Prepare a high-quality map of barrier-free access

Measure 4.4 • Prepare and implement the ‘Culture Accessibility for Everyone’ concept in cooperation with cultural organisations and entities active in social care

- Cooperate with the Department of Social Care and workgroups for community plans in municipalities
- Prepare an analysis of needs of entities active in social care

SHARED CULTURAL HERITAGE

The development of cultural heritage will focus on creating synergies in its administration, motivating owners and inhabitants to understand its importance for the quality of life and the economic prosperity of municipalities. Emphasis will be put on making a clear connection between the sustainable development of municipalities and sustainable cultural development.

In cooperation with the state, adequate status will be provided for the most important cultural heritage in the Region. Great emphasis will be placed on improvement of knowledge and drawing the attention of inhabitants to the values of local cultural heritage that are part of everyday life in residential areas as well as in the countryside. Knowledge of the 20th-century architectural heritage will be systematically developed, and support will be provided to present its importance for the contemporary development of towns and villages.

Support will be given to innovative linking of products of sustainable tourism and cultural heritage in connection with the whole range of cultural and creative sectors and industries.

Goal 5: Sustainable Cultural Heritage of the Region

Measure 5.1 • Presentation of cultural heritage, its economic benefits, the Region's efforts to preserve it, and examples of good practice

- Create a tool to share and promote good practice in the Region in order to strengthen the owners' identification with the values, and help to shift the perception of cultural heritage conservation from 'restriction' to 'opportunity'
- Create partnerships with universities and institutions focused on cultural heritage and the building up of know-how in the area of the positive economic impact of revitalisation of cultural heritage on the Region's development

- Classify the property in the Region from the viewpoint of culturally historic values
- Create and support attractive and motivation platforms for owners to meet and gain knowledge, for them to understand fully the cultural value and economic benefit and reduce the predator effect
- Support education of members of the public

Measure 5.2 • Approach and develop the topic of modern architecture in the Region, its conservation and presentation

- Clarify the approach to valuable architecture which does not have cultural heritage status but represents substantial values, creates the image and character of municipalities and the relationship of members of the public to the location
- Initiate partnerships and research projects on modern architecture
- Survey technical monuments and provide their promotion and suitable and timely conversions

Measure 5.3 • Support for the preservation of traditional craft technologies and their connection to the work in revitalising cultural heritage

- Identify endangered crafts and initiate academic works that also aim to present their outcomes to the public
- Provide attractive presentations of crafts today, focusing on children and the youth; prepare marketing measures that can speak about crafts in a language which is attractive today

Measure 5.4 • Preservation of values of traditional folk culture

- Identify property and items which are part of traditional folk culture, their condition and threats to them
- Prepare rescue measures and conditions to implement rescue measures for registered intangible property

Measure 5.5 • Prepare exemplary revitalisations of cultural heritage owned by the Region

- Ensure that construction history research is always carried out with the planned revitalisations of cultural heritage property of the Region

- Prepare a high-quality concept for the reconstruction of the Capuchin monastery in Opocno, part of the National Cultural Heritage
- The Region should be an exemplary owner in the restoration of its cultural heritage and set the example for municipalities and private owners as far as the architectural quality of revitalisation, technologies and putting revitalised heritage into practical use

Measure 5.6 • Cooperation with the state in the area of sustainability of the most important cultural heritage in the Region

- Contribute to the preparation of working groups for the restoration and utilisation of premises of cultural heritage value
- At the regional level, establish cooperation with the state for the purpose of identifying the tangible cultural heritage and strengthening its importance

Measure 5.7 • Promotion and coordination of existing financial and non-financial resources for the development of cultural heritage, and creating new resources

- Support the capacity of municipalities and involved players in drawing from financial resources
- Develop existing and create new financial resources

Goal 6: Functional Administration, Modernised Registries and Digitisation of Cultural Heritage

Measure 6.1 • Systematic support for digitisation of cultural heritage and its subsequent accessibility for the public

- Support the digitisation of cultural heritage (including books) and make it accessible to the public
- Complete the identification of cultural heritage buildings and values that we want to protect
- Create conditions for the online presentation and publication of cultural heritage

Measure 6.2 • Providing a high-quality, modernised system of storage and management of collections

- Provide good conditions for the storage and management of collections

Measure 6.3 • Provide sustainability of the electronic museum collections system and library system including the Region's digital library and its data repositories, accentuating permanent sustainability of data storage

- Provide sustainability of electronic museum and library registries including the Region's digital library
- Keep abreast of trends in digitisation, accentuating permanent sustainability of data storage

Goal 7: Accessible and Widely Usable Cultural Heritage for Further Development of Culture and Economy in the Region

Measure 7.1 • Institutional support for commercial as well as non-commercial use of digitised cultural heritage by members of the public, players in cultural and creative sectors and industries and tourism

- Complete the concept and launch the Region's digitisation station
- Involve universities pro-actively in the use of the digitised cultural heritage
- Prepare a high-quality online presentation of collection items
- Support the transfer of identified monuments (tangible and intangible) into an attractive presentation for public use
- Support the storage of collection items in so-called open repositories
- Implement a unified integrated data platform and integrate datasets from culture and cultural and creative sectors and industries in a wider context.

Measure 7.2 • Support for making new contents for live and profitable cultural heritage

- Complete the concept and launch the Centre for Creative Museum Sciences
- Prepare joint products that use cultural heritage and tourism
- Search for and share examples of restoration of cultural heritage and practical use of digitised cultural heritage with players and activities in cultural and creative sectors and industries

- Use geobase data for the presentation of cultural heritage
- Prepare the digitised cultural heritage for transfer into open data

Measure 7.3 • Interlinking the digitised cultural heritage with the Region's innovation and Smart projects

- Support start-ups in cultural heritage management
- Prepare a module on cultural heritage and its development potential for the Smart Region's Smart Academy project
- Make pro-active use of the cultural heritage data for further topics, solution of technical issues, etc.

Measure 7.4 • Interlinking traditional craft technologies with the present practice and trends in sustainable design and architecture

- Prepare a project for an educational crafts workshop in Jaromer-Josefov
- Announce designer competitions in connection with cultural heritage, crafts and traditional folk culture
- Set up support for traditional crafts in the Hradec Kralove Region

Measure 7.5 • Use the values of traditional folk culture for the development of the local economy

- Focus on preparation of products that work with traditional crafts and folk culture
- Focus on cooperation with artisans, bearers of traditional folk culture, for better use of their values for the economy

DYNAMIC CULTURAL AND CREATIVE SECTORS AND INDUSTRIES

The organisations founded by the Region will strengthen their role for the community in the location where they work. They will be open to cooperation with creative professionals and provide facilities for a creative economy in the Region. Emphasis will be put on the involvement of organisations in trans-regional and international cooperation and scientific research projects.

In cooperation with other partners, the Region will prepare conditions for the development of cultural and creative sectors and industries so that they can become a dynamic part of the sustainable economy of the Region, and its inhabitants find them beneficial and meaningful for their self-realisation. Organisational, spatial, financial and knowledge tools will be prepared to support development of the cultural and creative sectors and industries in cooperation with the players in the development and innovation policy of the Region. Strong emphasis will be put on providing data-based knowledge of cultural and creative sectors and industries.

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Goal 8: Flexible, Cooperative, Operationally and Financially Stable Cultural Organisations Founded and Co-founded by the Region

Measure 8.1 • Development of marketing for cultural organisations aimed at the general public as well as professionals; systematic work with audiences

- Prepare development projects in the area of working with audiences
- Improve the quality of promotional materials in cooperation with creative professionals
- Prepare concepts and projects for cooperation between cultural institutions and local communities and initiatives/associations

- Strengthen the capacity for education and work with schools
- Prepare the concept for the ecologisation of cultural institutions and use them as a marketing carrier of the topic for the general public

Measure 8.2 • Support for strategic capacities and know-how for monitoring trends in the industry as well as in organisational management development

- Strengthen the methodological role of the Region's cultural organisations in their areas
- Support the development of fundraising for cultural institutions and the related donorship
- Support HR development for cultural institutions

Measure 8.3 • Development of a material and technical base for the organisations founded or co-founded by the Region

- Prepare the concepts for acquisition activities and secure financial support for them; cooperate with philanthropists; provide co-financing by the founder
- Develop the central material and technical equipment in the organisations founded or co-founded by the Region

Measure 8.4 • Support for the Region's institutions in interdisciplinary, trans-regional and international cooperation.

- Define territorial priorities for cooperation in connection with the intended projects of organisations funded by the Region
- Define priorities in the relevant disciplines in research, development of audiences and work with communities

Measure 8.5 • Provide institutional support from the founder for scientific research in organisations

- Provide scientific research organisation status for other organisations funded by the Region
- Create support tools for scientific research activity in organisations funded by the Region and secure their funding
- Define cooperation with the sphere of science, research and innovation of the Hradec Kralove Region

Goal 9: Interlinked and Lively Cooperation Network of Cultural and Creative Players

Measure 9.1 • Support for the development of regional partnerships and networks of players in cultural and creative sectors and industries and interdisciplinary partnerships

- Profile and develop the website prokreativitu.cz
- Organise regular meetings of cultural players across the Czech Republic, presenting examples of good practice
- Create online platforms for shared resources and capacities in culture
- Support exchanges and internships in cultural institutions and among cultural players
- Improve management of major events under the patronage of the Council of the Hradec Kralove Region
- Support close links to cultural events and cultural players with a potential for tourism
- Create tools for networking and cooperation of players in cultural and creative segments and industries with the commercial sector

Measure 9.2 • Strengthening trans-regional and interdisciplinary mobility of players and creating international partnerships

- Support mobility of players within the Region, the Czech Republic and abroad
- Develop and continue the subsidy programme for art residencies
- Support pre-financing and co-financing of large-scale projects that go beyond the Region's boundaries

Goal 10: Effective Institutional Support for Cultural and Creative Sectors and Industries

Measure 10.1 • Strengthen capacities and cooperation between institutions in cultural and creative sectors and industries

- Prepare the transformation of organisations financed by the Region that are active in the whole Region into support centres for the development of cultural and creative sectors and industries in the Region

- Establish a Regional Partnership for the development of cultural and creative sectors and industries between the public, non-profit, commercial and academic sectors
- Strengthen the capacities of the Regional Office and its development organisations for further development of the cultural and creative sectors and industries in the Region

Measure 10.2 • Securing the establishment of and development support for thematic centres of cultural and creative sectors and industries linked to institutions and schools in the region

- Build up thematic regional excellence centres in cultural and creative sectors and industries

Measure 10.3 • Support for better employment of students and graduates of secondary schools and universities in the area of cultural and creative sectors and industries on the labour market in their field of study or a similar discipline

- Operate interdisciplinary summer schools of cultural heritage and cultural and creative sectors and industries
- Prepare the concept of entrepreneurial incubators and seminars for schools

Goal 11: Rich Resources and Capacities for the Support for Cultural and Creative Sectors and Industries

Measure 11.1 • Support for development of the capacity and knowledge of players in cultural and creative sectors and industries in the necessary skills

- Support boosting of the capacity of players in fundraising from the public and private sectors – prepare a comprehensive information service
- Support education in marketing, strategic development management and know-how in the area of cultural and creative sectors and industries for organisations other than those founded by the Region, also to be attended by the municipalities and destination management

- Prepare international projects to be administered directly by the Hradec Kralove Region with the participation of invited cultural organisations
- Prepare international contests in creative industries in the Region

Measure 11.2 • Securing the development of financial resources for players in cultural and creative sectors and industries

- Elaborate and secure space for the use of innovations in subsidy programmes and other support tools of the Region
- Support donorship in culture, cultural heritage and cultural community development
- Prepare and implement creative vouchers in the necessary areas and specialisations as a platform for the development of relationships between the creative sector and innovation business in the Region
- Prepare a long-term (multi-year) subsidy programme with a more robust allocation as the basis for building up better stability and development opportunities for cultural organisations in the Region that can be used not only for specific events but also for the operation of the organisations
- Provide co-financing support for participation in large-scale international projects in cultural and creative sectors and industries
- Provide stimuli for support for cultural businesses in the Region that help to develop the Region's brand
- Consider preparing the Region's project for supporting a creative economy

Goal 12: Functional Data Base to Evaluate the Cultural and Creative Sectors and Industries in the Region as the Basis for Data-founded Decision-making

Measure 12.1 • Provide the data base for cultural and creative sectors and industries

- Complete and put into operation an indicator system for the fulfilment of the Strategy

- Continuously improve accessibility of data concerning culture in the Region
- Survey the cultural infrastructure in the Region and provide georeferenced data for further use by municipalities and players
- Establish positions / capacities of data coordinators in the Department of Culture and define the agenda for this position
- Cooperate in improving data accessibility for regions at the national level

Measure 12.2 • Creating expert partnerships for gathering and evaluating data on cultural and creative sectors and industries

- Work proactively in cultural advocacy
- Calculate the economic benefits of cultural events held in the Hradec Kralove Region

THE REGION'S CREATIVE IDENTITY

Cultural and creative sectors and industries will become part of the Region's brand for its inhabitants as well as visitors. Strong industries will be identified that are linked to traditions in the Region, as well as new developing industries. The building-up of the Region's brand will include its involvement in trans-regional and international projects that will support the placement of the Hradec Kralove Region on the map of creative Europe. As part of the Region's brand, conditions will be prepared for the development of high-quality contemporary architecture, public spaces and urbanism in the Region. Coordination, methodological and financial capacities above the existing development tools will be created.

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Goal 13: Attractive and Profiled Cultural and Creative Identity of the Region

Measure 13.1 • Participation of the Region in international projects that create the Region's brand in the area of culture and cultural heritage

- Support towns in their involvement in national platforms and international events, prizes and contests that help reach outside the Region – UNESCO, Europa nostra, EHMK
- The Region has its specific offer for the presentation of culture, cultural and creative sectors and industries and cultural heritage abroad
- Support international, cross-boundary, trans-regional and inter-regional cooperations
- Try the idea of declaring topic of the year

Measure 13.2 • Identification of strong cultural and creative sectors and industries and their topics; securing their use for the Region's brand

- Present the Hradec Kralove Region through one major topic (for instance, textiles or crafts, traditional folk culture, etc.)

- Make the Region's profile "exemplary" in the support for culture within the Czech Republic

Measure 13.3 • Strengthen cooperation with the Region's capital, a prominent bearer of the Region's brand; support its profiling within cultural and creative sectors and industries

- Projects are created in Hradec Kralove in cultural and creative sectors and industries that are visible at the national and international level
- Cultural and creative campus in Hradec Kralove – a project to be visible at the national level

Measure 13.4 • Support for cooperation between players in cultural and creative sectors and industries and tourism in the building up of the Region's identity in its districts

- Prepare a comprehensive visual/marketing communication of the Region in cooperation with leaders in cultural and creative sectors and industries
- Players in tourism and culture jointly cooperate – the players have identified themselves with the idea of cooperation and its advantages
- A functional, curated tourist portal named HKRegion will be established, along with other tools linked to it. Not only the Region's brand, but also its identity are built up on the Region's tourist website

Goal 14: High-quality Architecture and Public Spaces, Physical Environment Following the Latest Sustainable Development Trends

Measure 14.1 • Initiate debate on high-quality architecture, urbanism and public spaces in the Region

- Education in the development of high-quality architecture for experts
- Support education (discussions, exhibitions, publications, etc.) for the general public concerning contemporary architecture in the Region linking to the history of modern architecture in the Region

- Promote the role of high-quality architecture and how it arises in municipalities, and share good practice in architecture in and outside the Region – for the general and interested public as well as experts
- Become involved in and support existing formats of presenting architecture, and support civil society in their local implementations (Days of Architecture, Open House)

Measure 14.2 • Defining the agenda and creating expert capacities at the Region's level for the support of high-quality development of the physical environment – architecture, urbanism and public spaces

- Consider establishing suitable methodological and promotional facilities at the Region's level
- Prepare the concept for a centre of architecture and urbanism
- Prepare the concept for the position of the Region's Head Architect
- In cooperation with municipalities and expert institutions, motivate for the removal of visual pollution and improvement of the aesthetical quality of public spaces in towns and villages
- Formulate the agenda of art in public spaces and create capacities for its implementation at the Region's level; consider the possibilities for its further development in the entire Region
- Consider possibilities for supporting architectural competitions through the Region's subsidy programmes and through lobbying the Ministry for Regional Development to reopen the programme

Measure 14.3 • Maintain and pass on traditional building and crafts techniques in accordance with sustainable architecture trends

- Set up rules for the adaptation and new ways of using original structures
- Get students involved in sustainable architecture



**The Strategy of Culture
and Cultural Heritage Conservation for 2022–2030
was prepared by the staff of the Regional Office
of the Hradec Kralove Region in 2020–2021.**

**For the full analysis and the resulting document,
Strategy of Culture and Cultural Heritage Conservation
for 2022–2030, see www.prokreativitu.cz**



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