



COMPetencies for Agencies for Sustainable Site conversion



Bulgarian Development Agency

PROJECTS PROPOSAL SUSTAINABLE REGENERATION OF BANKYA BATH (PROPOSED LOCATION – Sofia, Bulgaria)

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0. GENERAL INFORMATION ABOUT THE LOCATION

Name:	Sustainable Regeneration of Bankya Bath
Address:	Sofia, Bankya Bath
Country:	Bulgaria
Current status (abandoned, misused...):	Abandoned since 2001 and deteriorating
Former use:	Public bath centre with mineral water
Ownership (public, private, mixed)	Sofia Municipality
Area covered (gross square meters):	
Photo and other graphic illustrations in annex:	Photos available in the proposal

1. CONTEXT ANALYSIS OF THE LOCATION

- ***What are the limits and opportunities of your city/neighbourhood's urban plan in regards with your project proposal? Please refer to the pertinent local urban plan***
Opportunities and ideas supported by the District of Bankya

For the past few years Bankya District, which is a part of the regional structure of Sofia-City Municipality, is looking for new opportunities for repairment and reconstruction of the first public bath building, located in the very center of the town. It is planned to be a modern SPA, following the global trend of renovating historic buildings with mineral water usage. As a part of Bankya's District spatial planning strategy is the idea of creation for completed multi-functional city center, which to offer activities, such as concerts, events, conferences, combined with healthy treatments and relaxing zone. Its realization includes renovation of the "Bath", and renewed already city center. There were number of unsuccessful project proposals, which either weren't attractive enough for investors or have been contrary to civic participation.

Since 2015 disaffection has been grown among all of citizens, interested in destiny of the bath's building. The reason for that was a specific proposal, by the Municipality of Bankya, for its transformation into Spa hotel „If the Central Mineral Baths in Bankya is for public usage, it will help for creation and development of the small business and will support middle class society in the city.", said Bankya's civil association for Standart newspaper media (<http://www.novini.bg/news/146797-протестира-т-срещу-концесията-в-банка.html>)

- **What is this project proposal about?**

This conceptual proposal aims to accommodate all points of view and to maintain major direction of Bankya city development, as a national spa resort, also to support the recovery process of cultural and historical monuments on national level. Present project proposal will offer vision for:

- ❖ sustainable recovery of the building, where to establish long-term functionalities as a public SPA center;
- ❖ new development ideas, which would enrich its usefulness, in terms of modern touch of our time;
- ❖ innovation, as a small library offering wealth of books, free wifi, a coffee bar with refreshments and a variety of healthy food;
- ❖ a sense of connection with nature, owing to the large green park space with beautiful gardens, around the building

· **Idea preconditions**

There are a number of preconditions, favoring to appropriate actions in order for this idea to become a reality.

- ❖ the central location of the chosen segment for regeneration (shown on figure 2.)
- ❖ the importance of the building (historically and symbolically for the city)
- ❖ usage and functionality of Mineral Bath's building, which is fully in line with the direction and ambition of Sofia City Municipality to promote the city of Bankya as a tourist destination for recreation and spa tourism
- ❖ urgent measures of recultivation, considering current state of the building
- ❖ a lot of investors interest

· **Restrictions and regulations on project implementation**

This project proposal will be coherent with all the standards and requirements of the National Institute of Immovable Cultural Heritage, concerning reconstruction of a monument. For instance, in each action, the Ministry of Culture will be the main supervising authority. This would both contribute as full reconstruction of the originally look and functionality of the building. as well as it would offer prerequisites for sustainable development. Another important factor to be kept in mind during all the process of project implementation is public opinion.

· **The main object for recovery**

In the heart of the Bankya city, nestled place at the foot of Lyulin Mountain, among a wealth of beautiful gardens, raises majestic building, that provokes mixed feelings of amazement and sadness, because it glamor was vitiated by the ravage of time. The Mineral Bath, is the symbol of Bankya, it is a

historical reading of the wealth and spiritual life of this place. It had been operated as a public bath, until its final closing in 2001. This building is a historical monument and it is one of those, which are waiting for its former glory and greatness that would be reclaimed.



Img.1 Bankya, Mineral bath, 1938

In the past century, the "Bath" was unique in beauty and utilities across the country and one of the few baths like this in Europe. It was built in 1906, as first public bath in the town. In 1910, according to a project of the Munich architect Karl Hocheder, one of the most famous European specialists of balneological installations, the "Bath" was completed. With its monumentality and functionality, it is one of the most famous symbols of Bankya.

The chosen segment for regeneration (shown on figure 2.) covers a territory of 32,575.36 sq. m that includes the building of the "Bath", which is municipal property and adjacent green park area, which is public municipal property to. The bath's built-up area is 1590 sq. m and the total floor area, which consists areas of all floors, levels, shared areas and staircases, is about 5000 square meters. The green park space within the chosen segment, with a range of 30985.36 square meters, according to this proposal is also going to be being developed sustainably.

- ***What is the social/economical/environmental background of the neighbourhood where the space to be regenerated is located?***

Population of the neighbourhood in general (working class/retired, youth/elderly, poor/rich...)

Based on NSI, publication from 01.02.2011, population of Bankya city was reported to be 11089 people, of which 1444 children, aged 0-14 years old; 7702 working people, aged 15-64 and 1943 people in old age - 65+.

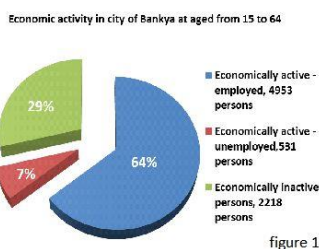


figure 1

Figure 1 represents the ratio between the number of employed / unemployed persons, by economically active population, only for Bankya city. The statistical significance, representing most numerous variety, are those working in the tourism sector.

Economic activities in the neighbourhood (services, trade, industry, public institutions, tourism...)

In the long term perspective, as a part of urban planning, main actions will be focused on the development of tourism and on the background will be investments in small business productions. In an interview in 2014 for the

magazine "Builder", published by the Chamber of Builders in Bulgaria, the Mayor of Bankya, Rangel Markov says, that, there will be no tolerance to proceedings that are associated with risk to the environment. Nowadays, in Bankya, there are two large factories - one for bottling mineral water, which is the main advertising of the town, and another for production of instant soups and vitamins. Also in city is produced strain of bacteria "Lactobacillus bulgaricus" for making yogurt. The general trends are affecting projects in the field of health production.

The main target groups of tourists are people with rehabilitation needs. In spite, the total accommodation capacity of the town is about 900 beds. Nowadays, there are two main directions in developing tourism in the. On one hand, it is attraction of more tourists, which are looking for relaxation and SPA; on the other hand, it is expansion in conference tourism.

.e what sectors are prevailing in the location surroundings (private - residential, business, public - administration, civil - non profit).

Describe the environmental values in the surroundings (green areas, etc.) and the environmental issues

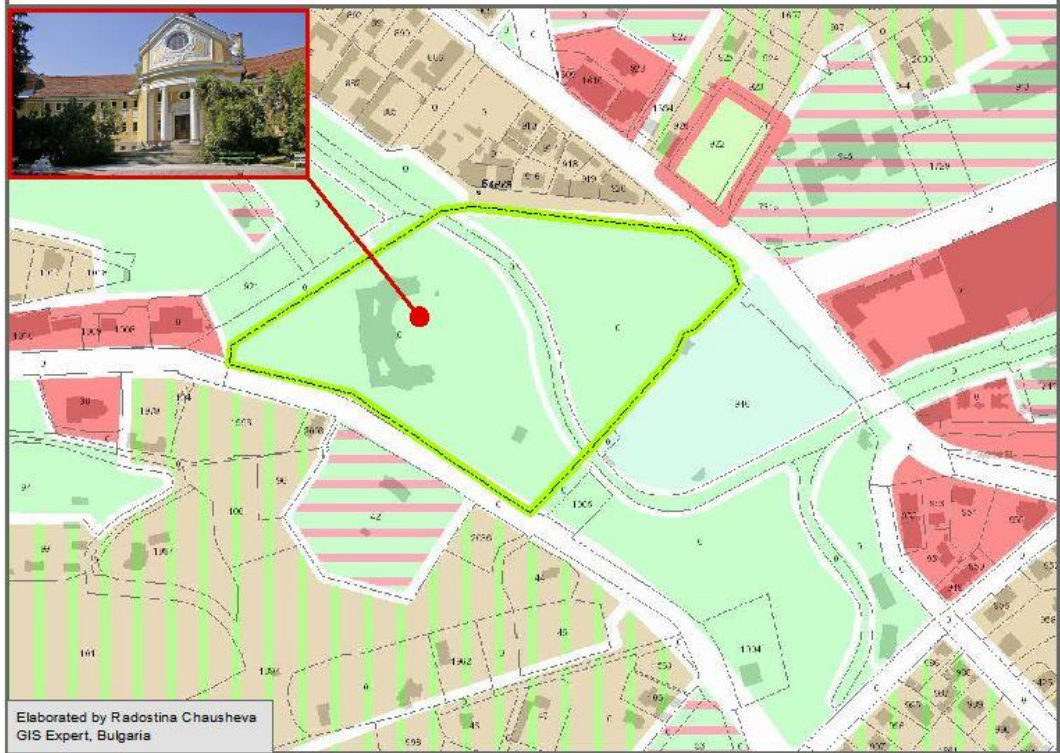
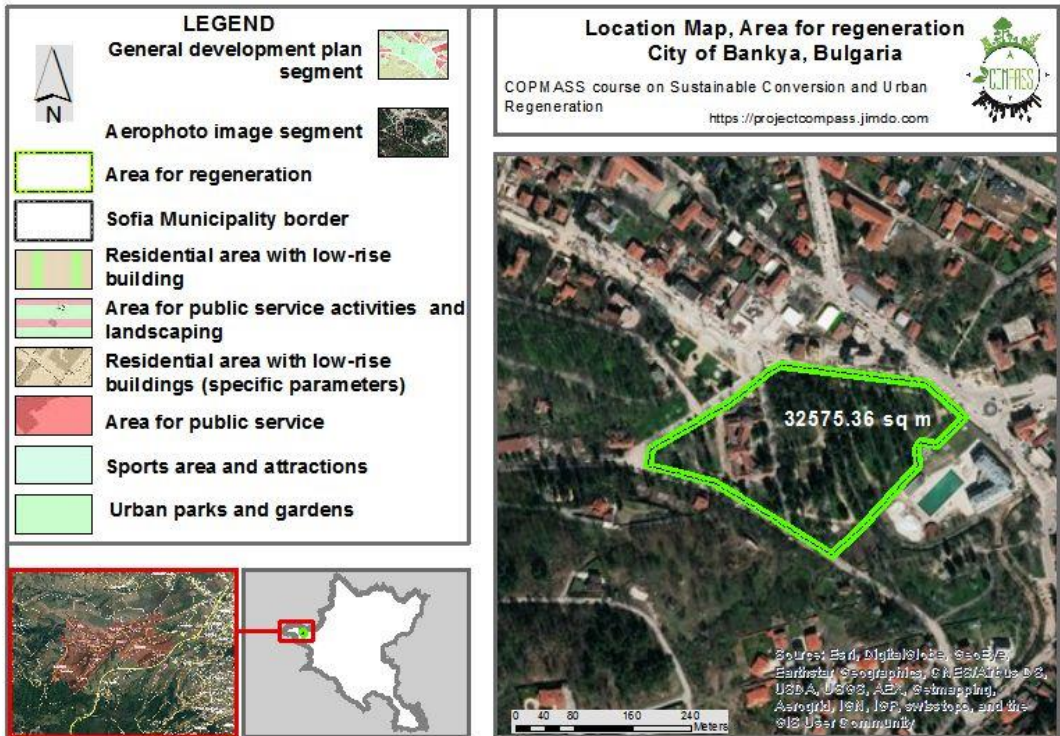
· Land use & land cover characteristics

Current spatial analysis has been prepared with information referring to Master Plan of Sofia Municipality <http://maps.sofproect.com/oup/>).

The central part of the city, where is "The Bath" located, consists of green parks, squares, residential areas and administrative buildings. Ratio built / unbuilt area has its predominance of green areas. Another conclusion of the spatial characteristics of the environment is predominated by municipal property to private.

Main object of regeneration is surrounded by green public space. That green area is offering to the guests and citizens of Bankya, place for recreation with paths, benches, fountains, statues and beautiful gardens. Also at the warm season it is very suitable for having concerts and events. Northwest located squares provide opportunities for traditional festivals - Christmas and Easter bazaars. The residential development zone spreads on north / northeast and has a special status for construction parameters required. There is a requirement for low-level construction buildings only. Areas of sport attractions, office buildings, including that of Municipality of Bankya, are spread on East / southeast side of the chosen segment of restauration. A scenic place nearby, is abandoned summer theater on which interesting repairment activities are going to be happened soon, according to information from the Bankya Municipality.

Figure 2 Map represents detailed information on location of chosen segment of regeneration- the building and green parka area, around it



Refer to any known social/economical/environmental threats in the vicinity or broader.

- ❖ Proximity to the main roads of the city and large public spaces suggests a lot of noise pollution. Contrariwise, the green area around chosen

segment implies a reduction of the noise pollution.

- ❖ There is a landslide area nearby The “Bath”, which is very well secured and does not imply a real threat under normal conditions.
- ❖ The influence of public opinion
- ❖ More implementation time, because of the type of the building and the urgent procedures by the controlling authorities - the Ministry of Culture and National Institute of Immovable Cultural Heritage.
- ❖ More ways of funding

- ***What are the specific social/economical/environmental needs identified that the regeneration proposal wants to address.***

- ❖ Renovation of a building with historical value
- ❖ Following the global trend of using historical buildings with existence of mineral water
- ❖ Innovations in the functionality of the building in order to attract more young people
- ❖ Contribute to the development of the downtown area and cultural wealth of the town of Bankya
- ❖ Renovated space will serve as a magnet for various cultural events
- ❖ Maintenance and refreshment of the adjacent green space
- ❖ Favors with planned directions of developing strategy on SPA and conference tourism
- ❖ Synchronized with spatial urban planning process

Include if possible any annex document that you might have elaborated illustrating your context of intervention (map of stakeholders for example)

Min 4.000 characters including spaces

2. PARTICIPATIVE PROJECT'S PROPOSAL DEVELOPMENT

- *Describe the participative approach and process actuated in your field practice for the development of the project idea.*

The formulation of the business idea is a result of a participatory consultation process about its potential and relevance with several local stakeholders, as well as online research of articles related to the debate of the future of the Old Bath of Bankya. The interviewees have been identified based on their professional, business or civic interest in the site and involvement in discussion about the future of the old bath building and its surroundings. The list includes:

- representatives of Sofia Municipality, Architecture and City-planning Department;
- arch. Milena Budinova - district level architect at the administration of Bankya District (Bankya is one of the 24 district units of the Greater

Sofia Municipality - meeting held on 07.02.2017);

- interviews with 2 local business representatives - the owner and manager of the biggest spa hotel on the territory of Bankya (Bankya Palace), and a staff member of Bellevue Hotel at the city centre, which offers accommodation, a restaurant and a patisserie;
- Antoaneta Salfidj, representative of Association "I Love Water" (NGO), whose focus is on restoration of old mineral bath buildings in Sofia as monuments of culture and on preserving their original functions (i.e. by offering mineral water rehabilitation services).

The people interviewed have been selected to represent major interested groups in order to outline conflicting or converging views.

- *Specify if you have applied any specific participative methodology or if you*

are referring to any participation theoretical framework.

Ethical standards of participatory research have been applied. All interviewed people have been informed of the objective of the meetings and interviews with participants in the COMPASS course. They have been acquainted with the scope of the study and the temporary and research-based limitations and framework. They have as well been informed on how their views will be used and - in the case of a recorded interview, been assured that it would be analysed for the purposes of the research alone. The intent to feedback some of the ideas of the project to Sofia Municipality Architecture Department have as well been shared prior to the interviews.

- *What stakeholders did you meet? How did you involve them? What contribution did they give to the regeneration project idea development?*

The theoretical framework informing the choice of interviewed participants has sought to provide diversity of backgrounds (i.e. municipal administrators, whose task is to ensure the adequate and complying with normative requirements about monuments of culture management/use of the site and building; local business representatives whose clients have potential interest in accessing and using services at the old bath building as well as the park area around it; NGO activists, concerned with the longterm conservation of the monument of culture and its function).

Although the building and the surrounding area offer a very good opportunity for a public-private partnership (municipality and business actors), or a refurbishment and revitalisation via management by a dedicated to the development of the old bath municipal company, the approach of the administration has been manifestly one of trying to transfer the management to an external business entity. Thus all interviews have confirmed plans of Sofia Greater Municipality to have a concession on the building through a bid. The municipal experts express their will to keep the mineral water as a resource and focus, thus the bath refurbishment is an approved and clear focus. However, some ideas for allowing also accommodation have been mentioned. Yet the current proposal does not envisage any introduction of accommodation space in the building since this would require substantial

interventions in the watercirculation and electricity grids, which the team does not consider sustainable and good for preserving the monument of culture and its value as a major asset of the place.

Representatives of the local business have confirmed interest in the rehabilitation and revitalization of the old bath back to its original functions. The manager of the main spa hotel, which combines spa with a variety of conference tourism services very successfully, stressed out the need to renovate the old bath building as a site with special rehabilitation services. In this way these would offer a unique setting for enjoying rehabilitation in a special architectural environment.

The second interviewed person was of the opinion that the place should be renewed as a public bath with minimal entrance fee. Still she could not support her opinion with a good economic scenario and clarity as to how this functional plan would realistically enable the proper maintenance of the functions and ensure self-sustenance of the site.

The NGO representative stressed out that Bankya's old bath is one of the fundamental mineral water sites on the territory of Sofia (not merely as monuments of culture, but also as crucial elements of the city's identity and locally available unique resource that could be one of the foci for its socio-economic development). She suggested that the concept for revitalization remained focused on rehabilitation services and preservation of the former functional profile of the bath. Given the special climatic conditions and air quality of Bankya (it is considered to be one of the 3 locations in the country with healing effects for people with cardiovascular problems), the interviewee suggested that the revitalisation of the bath could be part of a bigger project - the revitalisation of all old baths in Sofia to their former prime and connecting them in a network.

This could potentially enable Sofia to become one of the places, which would be featured as spa destinations in European promotion tourism platforms (e.g. <http://www.europeanbestdestinations.com>).

- *If you did not implement any participation method explain, in detail, your recommendation how it should be done?*
- *How the project wants to address local needs identified in the context analysis section below?*

Local needs as related to the old bath in Bankya relate to the following aspects:

- the old bath as a central architectural attraction and mineral water rehabilitation site that is key for local economic development;
- the old bath as a local identity symbol for local people;
- the old bath as a key feature of Bankya;
- the old bath as a place, unique in its mineral water treatment characteristics, located in a place with very special climatic conditions, conducive to treatment of cardio- and lung problems

*If possible, include in annex **photos** that illustrate the participative process implemented.*

Min 2.000 characters including spaces

3. TECHNICAL DESCRIPTION OF THE REGENERATION PROJECT

- *Describe the urban/architectural/engineering/morphological _ geological (for outdoor spaces) characteristics of the space where the regeneration is planned.*
- ***Describe the technical details of the regeneration intervention planned in your project proposal: urban aspects, engineering aspects and architectural aspects.***
- ***Describe the steps for the implementation of the regeneration intervention planned and the tools/instruments/machines/materials/competences and workers needed.***
- ***In particular, in regards to your project's energy sustainability, describe what is/was the main energy consumption in the existing building/outdoor space.***
- *What would be energy consumption after the regeneration intervention and through which efficiency measures and renewable energy measures?*
- *What activities induce the majority of the water consumption in the building/outdoor space?*
- *What water reduction/efficiency measures do you plan?*
- *What kind of waste represents majority in the current/past use of the building/outdoor space ?*
- *What waste management measures do you plan?*
- *What other related measures do you plan to reduce the overall CO2 emission and other environmental impacts of the future regenerated space?*

It is highly recommended to include annexes providing a visual idea of the space once regenerated (sketch/autocad/2D/3D etc.)

Min 16.000 characters including spaces

1) The proposed project area is located in the city of Bankya. Situated in the city center, but at the same time - surrounded by a small pedestrian park, the location is easy reachable by all kinds of public and private transport, which makes it great selection for regeneration. Due to the current status of the building of the regeneration – “*The Old Baths of Bankya*”, the already regenerated pedestrian park, loses of its value. The lack of a focal point in the park is compensated by a small open market, created in the area behind the baths with a structure of an old mechanical clock in the center of the square.

The idea of the regeneration is to renovate the old building of the baths in order to use the natural sources of mineral water, which pass right under the building. Doing so, we will increase the rate of interest to the park and strengthen the value of the market by adding a core /in the face of the baths building/ to the park. The renovated building will include also new features in order to facilitate the demands, for which the contemporary society is searching for in a SPA center of this kind.

2) The technical aspects of the regeneration intervention planned in our project proposal are focused mainly in the restoration of the building interior and exterior. The urban scale will not need interventions, since the surroundings and the park were renovated few years ago.

The engineering aspect of the adaptive reuse of the baths in SPA center, including the new functions of a bar and recreational spaces on the first floor. In order to achieve the implementation of the new functions a construction analysis should take place, since the construction is not calculated for this type of non-static loads. Also due to the ageing process, all of the construction elements should be re-evaluated, to establish if they are capable to bear the loads, which they are calculated for.

Considering the architectural aspect of the renovation, we should take into account several things. The building is under the protection of the Ministry of Culture of Bulgaria and more specifically – the „NIICH“ department /National Institute of Immovable Cultural Heritage/. This means that all parts of the exterior and the interior must be preserved as they are, or renovated using the same technology of construction and materials, as it was used in their initial construction.

3) Let us breakdown the renovation into steps for better understanding the process and the resources involve (tools/instruments/machines/materials/competences and workers needed).

Taking into account the complexity of a regeneration process of a protected cultural heritage, we will start with the tools needed for the intervention to take place. The legislation framework, which we are following, states that first thing, that we should clarify is the ownership of the property, since it could be the case that it is cultural heritage in the hands of a private owner. In this case, the implementation of our project proposal would be a subject of the goodwill of the owner, so we focused to a property, which has public owner – the Municipality of Sofia, Bankya District. Doing so we isolated the ownership issues that can follow a given development of a project.

Once the project development had green light, we focused on the intervention and the scale in which, we probably would like to implement it. Since the area of regeneration comprises a building and a park, we decided to not separate them and to treat them as a whole. In this way we will provide the necessary for each city center, recreational public spaces, combined with public/private concession of the building, from which concession the municipality will facilitate. The monetary gains of this act will help for the infrastructure development of the city, since recently, it is observed increased construction of houses, lacking the needed infrastructure. In such manner, the concession, will be considered an instrument, which will facilitate the city development.

Considering the physical implementation of the project proposal, we should note that the materials and the machines should produce the same or close to the original results from the initial construction, due to the legislation framework for renovation of cultural heritage.

The competent persons and the workers needed are strongly related to the budget, which the municipality will require from the probable concessioner to invest in future. In other words – they are strictly dependable to the scope of works, which probable technical project will determine.

4) Main idea for the regeneration of the project is to exploit the natural sources of mineral water in the area. The hot mineral water to be used as a treatment for kinesitherapeutic procedures and relaxation is the primary use, and afterwards it can be used as a heat source for the whole building through a complex system of pipes, which encompass the building. Doing so, we increase the energy efficiency during the winter – less electricity for heating, and during the summer as well, because the idea is the system to ensure a constant temperature in the building, which is suitable for all seasons.

Since the outdoor spaces are mainly pedestrian park, the biggest energy consumer will be the lighting during night. For the purpose, solar panels on each light pole could be installed, and can be connected to the grid. Other way of producing electricity for secondary needs is to install a generator, which, thanks to the flow of the water produce electricity.

4. ENVIRONMENTAL, SOCIAL AND CULTURAL PURPOSES OF THE REGENERATION PROJECT

- *Describe the specific environmental, social and cultural purposes at the root of your regeneration project: what positive changes will it bring? Specify how these changes could be measured.*

As it was mentioned the subject of the proposal is located in the same central green area of the town. Because of this it is an integral and main part of the green infrastructure of the town and supports its further development as far the importance of the Green Infrastructure for the EU Regions sustainable development is stated in the approved on 06/05/2013 2. COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS/ Green Infrastructure (GI) — Enhancing Europe's Natural Capital. From the social and cultural point of view also mainly positive changes can be expected as the subject has the potential to boost social and cultural life in the town based on the traditions in the near past by attracting visitors from the country and abroad which is a base for new social and cultural events and restoration of the traditions.

The changes can be measured by qualitative and countable indicators: an active social environment created; a diverse year-round cultural calendar created; number of visitors attracted a year after the project end; number of cultural events organized a year after the project end; number of cultural-touristic routes set on the regional level, etc.

- *Describe what future use and users of the space are foreseen.*

The future use will be based on the tradition: balneology and spa treatments but the added value will be brought by the diverse year-round social and cultural events. The users will be attracted by the local, regional and national population as well as foreign citizens.

- *How does it address the 3 pillars of sustainability (environmental, social, economic)? If possible specify qualitative and quantitative indicators.*

As it was mentioned in the first built the environmental pillar is addressed by the fact that the subject is located in an integral and main part of the Green Infrastructure of the town and support its further development because will support for the central green area of the town enriching and maintaining.

The social pillar is addressed by the creation of a diverse year-round social and cultural events.

The economic pillar is addressed by the creation of conditions for new family companies establishment in the field of services (accommodation, transport, tourism) and catering; growing of the town incomes which to be re-invested in the public infrastructure and social live.

The indicators are: number of elements and sq.m. of Green Infrastructure built; number of social and cultural events organized; number of new SMEs established; number of services available; created social and cultural environment.

- *Specify the eventual participative aspects foreseen for the phase of the proposal's implementation and for the future activities planned once the space is regenerated.*

The subject is one of the called by everyone in town 'the Bath' is the symbol of the town of Bankya, it is a historical reading of the wealth and the spiritual life of this place. The building was built in 1906, as first public bath in the town. In 1910, according to a project of the

Munich architect Karl Hocheder, one of the most famous European specialists of balneological installations, the “Large Bath” was completed. This building is a historic cultural monument and is by many, waiting to reclaim former glory and grandeur.

This is why the subject has a significant participative potential on local and regional level by attracting stakeholders, citizens and businesses for the phase of the proposal’s implementation and for the future activities planned once the space is regenerated- through public consultation how the building to be restored as building and regenerated as use, monitoring and control during and after project implementation; PPP initiative establishment.

Min 4.000 characters including spaces

5. RISKS AND EXTERNALITIES

Provide an evaluation of risks and potential externalities of your project in economical, environmental and social terms and possible solutions to address them.

There are several external factors for our project that directly affect in environmental, economic and social terms. They are mainly related to the concession procedure provided by the municipality.

From an **economic** point of view, the future concessionaire is exempt from payment of concession fee for the first 15 years. In the next 20 years, the concessionaire shall pay not less than 200 000 BGN annual fee to the municipality. Where will these funds come from?

A major plus of the concession is the right to build a spa hotel near the park, which will have a direct connection to the bath. The total area of the hotel will be about 7000 square meters. It is planned to provide medical services under the National Health Insurance Fund and the National Insurance Institute, which will allow to be used by more people. It is granted to the investor to make indoor and outdoor pools, which will be filled with mineral water from the nearby reservoir. This additional infrastructure will undoubtedly increase the opportunities for profit.

From a **social** perspective realizing our project goals tends to keep the main function and features of the building, but also to provide a number of other social based services. The infrastructure however, would be insufficient for the formation of a complete social product. The solution to this problem lies in the concession contract, providing the possible investor opportunity to build a summer theater with at least 200 seats. An added value for the residents of the municipality is that every year the concessionaire will provide free use of its

area to the municipality for 30 days for cultural, entertainment and educational events.

The future concessionaire will be selected by a complex assessment in which the greatest weight will have concession payments. Interesting point in social aspect here is the weight of 5% in the integrated assessment of the entrance discount of the bath and summer theater by students and pensioners.

Undoubtedly, the main benefit from a social perspective is the availability of residents of Bankya and guests of the resort town to spa and health services, and cultural events.

Increased traffic is foreseen as one of the main **environmental** damage expected from such a large scale project. The good news here is the planned construction of underground parking for 100 cars.

A problem in the construction of the spa hotel near the bath is the landslide terrain, which will need a reinforcement covered by the investor and may cause higher expenses of the project. It is good that such an issue is approached with extreme caution and a thorough analysis, planning and budgeting, regarding the reinforcement activities are made.

There is a solar area of the hotel planned, which will cover part of our energy needs and contribute to improving the environment in the region.

In conclusion, another fact is that the deadline for the concession of the mineral bath in Bankya is extended, aiming to find an investor to restore the function of the site as a spa center. It rings a bell for the risk of termination of the procedure and the need for quick implementation of the project. Otherwise, the municipality commits that if an investor is not found, they will address to other financial instruments to keep the building and its authenticity.

Min 2.000 characters including spaces

6. BUSINESS PLAN

Building on Module 7, please attach in annex the business plan of the regeneration action. This is a fundamental document that shall foresee all the costs to be sustained for the realisation of the regeneration intervention as described in Section 3. Technical description of the regeneration project.

You shall also include, when pertinent, 1-year budget of the future activities that the space might host (recommended but not compulsory).

Business Plan

Customers

The main targets of the Bankya bath can be divided into two groups – external and internal. The external group covers both patients and tourists who want to experience an old time visit to a public bath with mineral water and the internal group covers the local population, who are still interested and nostalgic of having their own bath in the center of the municipality.

Funding

The fundings for the bath you come from two sources – firstly it will be registered as a part of the cultural heritage, and by doing so it will receive a special status and also a tax will be introduced in order for the bath to sustain itself.

In order to find the needed investment both national “Culture” and “UNESCO” funds will be approached.

Competitions

Due to the mineral water in the municipality there are several spa centers in Bankya. However, the old bath has an advantage in terms of history, architecture and atmosphere, as it will provide quite and historic environment.

Expenses

The first foreseen investments are related to the architectural re-construction that will keep the original shape and architecture of the building. All the re constructional expenses will be presented in the last section as (1).

The second part of the expenses includes the furniture and all the facilities needed. You will find the estimated cost at (2) in the last section.

The third part covers all the licenses needed (3).

The forth cover all the dissemination and PR activities (4), the fifth (5) – the cost for stuff, and the sixth (6) – maintenance.

Logistics

Due to its location, the bath is in strategic logistic position – not far from the center of Sofia, 30 km from the airport. There are four bus lines which connect Bankya with the rest of Sofia, making it easy to approach.

Expenses estimated

- (1) – 100 000 EU
- (2) – 20 000 EU
- (3) – 2000 EU
- (4) – 500 EU
- (5) – 150 000 EU per year (5000 EU per person)
- (6) – 9000 EU per year

6. FUNDING AND MARKETING STRATEGY

Identify funding sources to support the implementation of your project.

- ***What funding programmes or other source of funding available at local/national/European/international levels are pertinent to your regeneration project?***

The key point here is to obtain the status of a cultural and historical heritage. Once this status is obtained it can serve as an opening opportunity to apply on both national and European level for funding opportunities.

- *What costs would they cover? If possible, specified any deadline, request and access processes.*

The initial investment of for the reconstruction.

- *Describe your strategy in terms of funding sources and stakeholders/partnership to be strategically activated to fund the project.*

Concession contract to a business entity/consortium by Sofia Municipality.

- *Building on Module 8 Marketing and internationalisation, what kind of Marketing activity/promotional strategy that could increase the value of your project are you foreseeing? Which stakeholders shall it include and how?*

Marketing - Tourist Info Centre Sofia, targeted promotion through hotels in Sofia.

- *Specify your internationalization strategy, if any. Heritage sites?*

Min 4.000 characters including spaces