

FORM BEST PRACTICES CONTEST

Gołdap Municipality, Poland

Contact person: Mrs. Justyna Charkiewicz, Telephone +48 87 615 60 34

E-mail: fundusze@goldap.pl

Name project

Health resort investments in Gołdap:

1. Development of the health resort function in Gołdap by modernising of a beach and construction of parks: health resort and kinesitherapeutic.
2. Construction of a pump room in Gołdap health-resort with underground medicinal water intake.
3. Drilling a brine well and constructing a graduation tower in the health resort park in Gołdap.

Category Certification Criteria

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project

Considerable economic and social problems in the period after the political transformation made Gołdap Municipality look for new opportunities for growth. Peripherally located on the edge of Poland, at the border with Kaliningrad Oblast, Gołdap Municipality focused on use of its greatest potential, i.e. outstanding natural qualities, to improve its unfavourable economic and social situation. These qualities include: the cleanest air in Poland, climatic values, therapeutic mud deposits, and underground resources of mineral and medicinal waters, unused to the date of implementation of "health resort projects". In the consequence of local authorities' efforts, in 2000, under a decision of Minister of Health, Gołdap Municipality was granted the status of health resort for treatment of diseases: rheumatologic, orthopaedic and traumatic, lower airways and women's. Gołdap health resort is the only such place in Warmian-Masurian Voivodeship and one of 45 health resorts in Poland. In 2008 a concept of development of the Health Resort District in Gołdap was formulated. The EU funds were acquired for this purpose and as part of the financial perspective 2007-2013 three projects were completed in total. As part of two projects, the land at Gołdap lake was developed by building the health resort district on the basis of local water resources "Zdrój" pump room and Masurian brine graduation towers – the fourth structure of this type in Poland, and the only in Warmia and Masuria. Through another project the land around the pump room and Masurian graduation towers was developed, the town beach was modernised, creating in the result a health resort park at Gołdap lake attractive for recreation and leisure, with motor rehabilitation equipment, a pier, walking paths and bicycle lanes. The town centre of Gołdap was modernised as well, where kinesitherapeutic park was established, having motor rehabilitation equipment, a sun clock, a summer amphitheatre, illuminated colourful fountains and new elements of landscaping.

Goal project

The main purpose of the investment was to fully utilise natural qualities of the environment of the Municipality to ensure sustainable development of Gołdap and increase wealth of the society. Implementation of the investment was also aimed at developing public health resort infrastructure in the Municipality and expanding the range of treatment services of the health resort. It was assumed that health resort investments will contribute to raising the number of tourists, creating conditions for establishing and growth of new business entities providing services in the sector of tourism and medicine, and therefore, to boosting the number of workplaces in Gołdap and raise standard of living of residents.

Result project

The implemented investment greatly improved aesthetics and functionality of urban space. In previously completely unavailable to residents, clients and tourists and neglected area at Gołdap lake an attractive health resort park was erected which consists of: "Zdrój" pump room, Masurian Brine Graduation Towers, a pier, a modernised town beach, walking paths and bicycle lanes. The town centre was modernised as well (a summer amphitheatre, illuminated colourful fountains, a sun clock, motor rehabilitation equipment, new landscape design) – giving it an additional function – health resort. An attractively developed area became an excellent space for holding cultural, sport and recreation events which appeal to clients, tourists and residents themselves, enlivening the only health resort town in Warmia and Masuria.

The carried out investments contributed to improving the standard of living of the residents who on the one hand are able to use new attractions, and on the other new workplaces were created (8 new workplaces directly in the result of the aforementioned projects). The carried out health resort investment projects made Gołdap a perfect place for investors from the medical and tourist service industry, interested in investing in sanatoriums, hotels and boarding houses with spa and wellness services. Gołdap offers future investors over a dozen of hectares of land at Gołdap lake, in the area of health resort protection, fitted out with full technical infrastructure. Furthermore, Gołdap is open to those willing to make investments on the basis of local resources in: mineral and treatment water plant and production of cosmetics made of therapeutic mud. The investment carried out by Gołdap Municipality has already inspired local entrepreneurs to new investments. New facilities providing services in the tourism sector were built, such as: a restaurant serving delicacies of the regional cuisine from the Polish-Russian border or the first in the municipality

4-star hotel with spa and wellness services, and the existing companies expanded their range of tourist and other services. The health resort potential of Gołdap became a significant asset in economic development of the region. The implemented investments enriched the range of treatment services of Gołdap Health Resort. In 2013 Minister of Health granted 3 new treatment areas to Gołdap Health Resort (cardiologic diseases and hypertension, nervous system and digestive system diseases). Therefore, the investment allowed to expand the range of tourist services as well as promote health resort tourism which does not depend on time of year, prolonging the season of Warmian-Masurian Voivodeship. The above mentioned investments increased significance of Gołdap and Warmian-Masurian Voivodeship for tourists in Poland as Gołdap Health Resort is the only town with such a wide range of treatment services and infrastructure prepared for this purpose in Warmia and Masuria. More and more clients and tourists, especially from Russia and Lithuania, come to Gołdap.

Finance (costs and benefits)

Total value of health resort projects was 39,933,090.51 PLN, including financing from the European Union funds which amounted to 33,943,126.70 PLN. The investment would not be possible if not for the acquired financial aid from the EU funds. Presently, Gołdap Municipality bears maintenance costs of health resort facilities which are moderate compared to other expenses of the local government. In consideration of social and economic benefits for development of Gołdap, the health resort projects are successful and very profitable, and what is important, they constitute a well-planned and thought-out investment with prospects. Health resort profile of Gołdap sets the direction of town's sustainable development, with use of and respecting natural qualities of this location. Health resort in Gołdap resulted on the one hand in establishing great places in Gołdap, liked by residents and guests. On the other, it unlocked the investment potential of the town. It is an infrastructure for investors who will create new workplaces and generate income to the Municipality and residents. These investments build the brand of Gołdap Health Resort as the place of good life.

Staff (time use and saving)

Gołdap gained the status of a health resort town under a decision of Minister of Health in 2000 after several years of formal and legal preparations. In the first years health resort's potential was based on climatic qualities and local therapeutic mud deposits. New functions of health resort treatment on the basis of not yet extracted underground resources of brine water may be an opportunity for further development of Gołdap. In 2008 a concept of development of Health Resort District in Gołdap was formulated. The EU funds from Regional Operational Programme Warmia and Masuria made it possible to run the investment. All three the so-called health resort projects were carried out in years 2008-2013. Individual departments of Town Hall in Gołdap are responsible for tasks (formulating a concept, compiling strategic documents, drawing up applications for financing, performance of tasks, settlement of tasks, on-going performance).

Additional information (if necessary)

For carrying out the health resort projects Gołdap Municipality became a laureate of the national competition "Change occurred here" held by the Polish Television (Telewizja Polska). A movie shot by PT was the prize in the competition: <http://www.tvp.pl/krakow/inne/twoj-fundusz-twoja-szansa/wideo/goldap-18-vii-2011/4920359>

Link website uzdrowiskogoldap.pl

(if available)

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and info@cittaslow.net