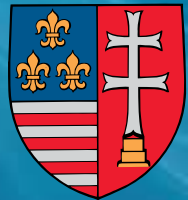
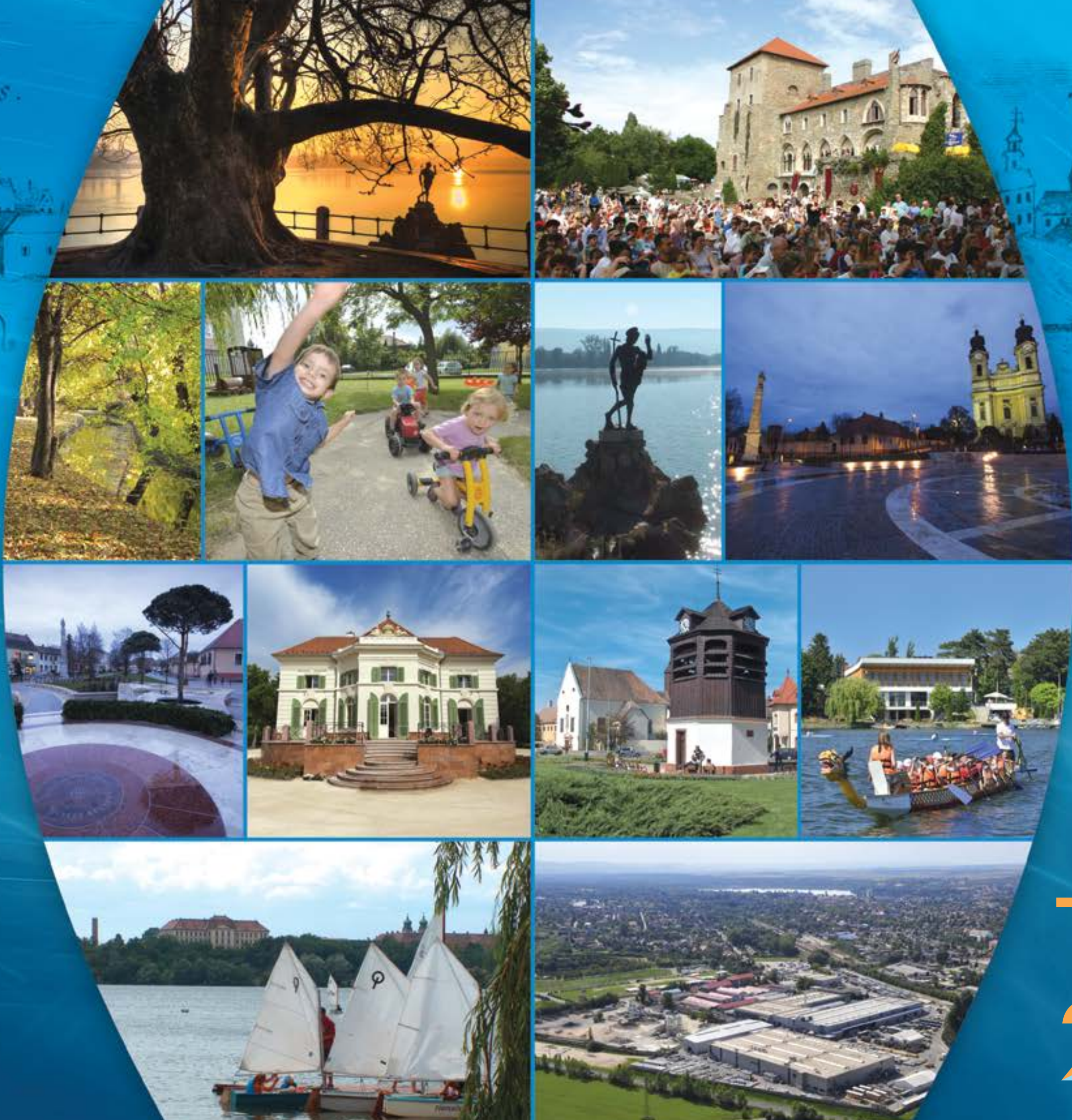


TÓVÁROS.

TATTA



TATA
2015





Dear Friend,

You are now holding the 2015 Tata "calendar". I have been thinking of preparing an English-language publication for foreign people interested in Tata for a long time. In contrast with earlier initiatives, this publication is not a mere description of the town and its history. Instead, it is a comprehensive insight into the town's current life – how we live, how we strive and co-operate with each other, how we relax and how we celebrate, what our priori-

ties are, how we manage our natural resources, how we foster our talents and preserve our heritage and cultural values, what our objectives are, what our vision is, etc. This publication is built around these major aspects. We have gathered the most important milestones, highlights and events of 2015 to help you better understand our current situation, activities and people.

I hope that you find our efforts useful and entertaining. I trust that you will like our report which we are planning to make a tradition of

and publish annually in the future.

Should you have any questions about this publication or our town, please do not hesitate to contact our International Officer, Ms Zsuzsanna Osgyáni at osgyani@tata.hu.

With sincere best wishes,

Michl József
Mayor of Tata



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Ágnes Bodonovich Páll

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Reviewed by:

Albion Languages Kft.

Photos:

Ágnes Barbara Ábrahám
András Zoltán Grépály
Zsuzsanna Izsáki
József T. Kiss
Violetta Prokl
Zoltán Sipos
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AN AWARD-WINNING TOWN

Our town has received quite a lot of recognition in recent years. In 2010, we were named the Hungarian Capital of Biodiversity. In 2013, we received the Europe Prize of the Council of Europe in Strasbourg, which has only been awarded to one town/city every year since 1955. Tata gained this recognition, among others, for building active relationships with its nine twin towns in the fields of culture, education, and sport. In the same year, the town, in co-operation with the Által-ér Association, also won the Hungarian Landscape Award. The Local Government of Tata was awarded the titles of Talent-Friendly Local Government and Family-Friendly Local Government, as well as the title of Cyclist-Friendly Settlement for the 8th year in a row. In addition, the office of the local government also holds the titles of Cyclist-Friendly Workplace and Family-Friendly Workplace.

Last year, the town received further recognition. Each award represents positive feedback for our town. Each one helps our town become better known both to visitors, as well as to investors.

TATA'S GREAT PLANE TREE CAME SECOND IN THE EUROPEAN TREE OF THE YEAR AWARD

The great plane tree in Tata attracted 53,487 votes in the European Tree of the Year competition which was sufficient for second place in the international rankings. The winner, with 59,836 votes, was an Estonian tree that stands in the middle of a football pitch. A Hungarian tree has never received as many votes in the five years of the competition. Due to great community efforts, twice as many people voted for Tata's favourite tree as the town has residents.

The European Tree of the Year competition was organised for the fifth time by the European Partnership Association (EPA) which consists of six foundations. The sponsors of the competition included the European Union, the European Landowners' Organisation, and Tetra Pak. The round in Hungary is organised every year by the Hungarian Environmental Partnership Foundation, the Hungarian member of the EPA. The number of participating countries has increased in recent years, just five at first, while this year, as many as 14 different country's trees took part in the competition, with England, Belgium, Estonia and Spain figuring among the new participants.

The European Tree of the Year competition aims to show the cultural and natural appeal of the trees which needs to be respected and protected. Unlike other competitions, this one does not focus on the size, beauty or age of the trees but rather on their history and the relationship with people.

The more than 230-year-old giant plane tree, which stands on the bank of the Old Lake, was entered in Hungary's "Tree of the Year 2014" competition by the Local Government of the town of Tata last year. Our tree won the national competition by a long way with 7,230 votes. Winning

the national competition gave the right for the tree to be entered in the running for the "European Tree of the Year 2015" title.

Together with some others, this particular plane tree was ordered from Versailles on behalf of Ferenc, the son of a crown guard, Miklós János Esterházy, who was the founder of the Esterházy family's branch in Tata and bore the title of Earl. While the Earl's children gained great pleasure from playing under the old tree, it has guarded the gates of Tata Castle for 232 years now and shows no signs of flagging.

With great help from civil groups, the local government of Tata launched a national campaign at the time voting started in early February, the opening of which was an art exhibition in Platán Restaurant (located next to and which was named after the great plane tree). The exhibition presented the works of local contemporary artists and amateurs. Anyone who was inspired by the old plane tree could submit an art work to the exhibition.

The town leaders, the employees of the Office, László Szeles, the owner of Platán Restaurant, and enthusiastic external supporters and helpers did all they could do to spread the word about the competition so as to reach as many people and to collect as many votes as possible for the tree in Tata. Consequently, the whole town knew of the competition and everyone voted who could. Many people living in the sub-region and the county also voted for the tree. The town received great support from local and national media in raising awareness of the competition. Several pages were also set up on Facebook in support of the tree which meant that further thousands of people were informed about the

competition. We can also thank our twin towns for many votes, the most active being the ethnic Hungarian settlements outside Hungary: Szőgyén, Szováta, and Magyar-kanizsa. Szőgyén was the first to report on the competition on local television, even before it appeared in domestic news programmes. Alkmaar, our first twin town, also supported the Hungarian tree with more than 3,500 votes.

Tata even started a competition to collect the most votes in the schools of domestic and foreign twin towns. A draw was made for prizes of tickets to the Tatai Patara Festival (a historical festival which evokes the era of the Turkish occupation) and the Water, Music and Flower Festival,

Did you know that...

Tata has recently gained a number of titles, such as the Cyclist-Friendly Settlement title in 2008, the Hungarian Capital of Biodiversity title in 2010, it was awarded the Europe Prize by the Council of Europe in 2013, it was chosen as the most beautiful Hungarian municipality by Echo TV in 2014, and Tata became the Capital of Marketing in 2015?

ECHO TELEVISION'S "MOST BEAUTIFUL HUNGARIAN SETTLEMENT" AWARD



as well as for a lunch in Platán Restaurant. The winner among the Hungarian schools abroad was invited to Tata for the Day of National Unity. – These are the “initiatives” that we are aware of, however, there are several thousand other stories of people, living in Tata or elsewhere, who spread the word about the competition to many people, or shared the link to the voting site. These people also all made their contribution to the collection of the approx. 53,500 votes, which is more than twice the population of Tata. The European Tree of the Year competition is an excellent example of how well we can come together for a good cause, and this result should all make us positive for the future.

Echo Television held its "Most beautiful Hungarian settlement" competition for the third time in which villages, towns and cities were invited to apply. A film was made of each applicant settlement in which the television channel's team gave an overall presentation of the place including its natural, environmental and architectural features as well as developments and plans for the future. Each film was broadcast by the station, then voting was opened to viewers to decide which settlement should receive the award. Following the counting of the votes, Tata was declared the winner. In addition to the award, we were given the honour that events in Tata were reported on in the nationwide television channel's programmes for a period of three months.

TATA: THE FIRST TOWN TO WIN THE "CAPITAL OF MARKETING" TITLE

Our town won the "Capital of Marketing 2015" title. The National Urban Marketing award, which was established this year by the Hungarian Marketing Association, aims to draw people's attention to marketing, which is becoming increasingly important in the development of towns and cities; to recognise successful and effective marketing solutions; and to help to exchange experiences between town/city leaders, organisations and marketing professionals. A professional jury examined the professionalism, effectiveness and efficiency of the marketing activities presented in the applications. The most successful applications were awarded an urban marketing diamond, and the municipality that collected the highest number of titles received the overall annual "Capital of Marketing" title.

Entries were invited in six categories for the diamonds: events, external communication solutions and content; internal communication solutions and content; design, marketing programmes and campaigns of urban development projects; and non-marketing achievements in town/city brand, image development, values. 36 towns/cities submitted a total of 66 applications to the competition. We submitted five applications from Tata, all of which received the "Urban marketing diamond 2015" title." The five diamonds

meant that Tata received the highest number of titles, therefore making it the first "Capital of Marketing."

In the event category, two main events in Tata received recognition: the Water, Music and Flower Festival and the Wild Goose Festival. (You can read more about these festivals in a later chapter.) Both events have contributed to making the town better known and improving its tourism sector.

One of the key objectives of the organisers of the Water, Music and Flower Festival is to get Tata known and liked by more people: to make visitors return to Tata again and again. The event has strong urban marketing appeal, as festival visitors – as is stated in the application too – enjoy the essence of the settlement which they can then connect with again when they return and get to know better the possibilities offered by the town. The Festival's success is shown by the fact that 70% of visitors are returning visitors. The event produces significant additional revenue for the entire town: accommodation in Tata is reserved months in advance for the time of the festival.

Our town's other event to receive a diamond is the Wild Goose Festival, which was entered in the competition by Száz Völgy Nature Conservation Society, one of the organisers of the festival. Organised since 2001,



the event was first aimed at amateur ornithologists and nature-lovers. Today it reaches out to a wider audience: despite only being a one-day event, it has had as many as 10,000-15,000 visitors in recent years. The Wild Goose Festival has grown into one of Hungary's most significant "green" festivals and one of the most popular winter events over the years. The festival, which is considered to be one of the largest nature conservation events in Europe, means a lot to the town from a marketing point of view as well as promoting the natural phenomena (internationally significant staging area for migrating birds) which significantly define the town's image and contribute to a rise in tourism during the low winter season and to the reputation of the town, which is also well-known for its natural features. The event at the end of November further strengthens the town's green policy and commitment to green values.

In the category of external communication solutions and content, the application and campaign of the Tata and Environs Tourist Association (the area's tourism development organisation of which our town is also a member) received a diamond title. The association used the Google Ad Grants programme to promote the area between September and December 2014. Through applications, Google's programme provides an opportunity for non-profit organisations to promote their mission and initiatives on Google's search results



Award winners from Tata

pages. As only non-profit activities and services can be advertised within the context of the programme, they focused on the area's attractions, free events and other services, and the advertisements were also designed accordingly. The advertisements directed interested people to the www.visittata.com portal and its relevant pages where the other services of the area were advertised. Thanks to the Google Ad Grants programme, the [visittata.com](http://www.visittata.com) website received more than 17,000 clicks during the campaign period.

In the category of marketing programmes, campaigns for urban development projects, Városkapu Zrt's (a company owned by the town and responsible for human matters) Eco-tourism project did particularly well. The main objective of the marketing strategy developed by the Ecotourism Centre is to become the region's main ecotourism focus within two years of the opening of the centre, and to be among the first 100 at European level in terms of the area of services provided for international eco-tour-

ists and the handicapped. To achieve the above goals, the centre has developed a thematic programme plan and a complex package to appeal to each target group. As the result of the developed strategy, additional thousands of people may visit our town and the number of guest nights spent here may also show a significant increase.

Our local government won the diamond title in the urban brand, non-marketing achievements in urban image development category for its campaign activity to increase the votes for the great plane tree in Tata in the Tree of the Year 2014 competition. The campaign was initiated by the local government and was primarily aimed at the residents of Tata and its surroundings, and built on their local patriotism. Furthermore, they appealed for the votes of people interested in Tata and tourists visiting the town: serious promotional activity was conducted in the area of tourism.

The "Capital of Marketing" title, following on after the Tree of the Year competition, is further proof that



Bell Tower

working together as a community is really happening in our town. Not only private individuals but also associations and companies are able to coordinate their work and do something together to make Tata known and liked by more people.

A SECOND FAMILY-FRIENDLY LOCAL GOVERNMENT AWARD

After 2013, our local government again won the title this year of Family-Friendly Local Government which is awarded by the National Association of Large Families.

The National Association of Large Families, knowing that a family's well-being not only depends on their wealth but also on how they feel in their living environment, the settlement in which they spend their everyday life, established the Family-Friendly Local Government award in 2005 to recognise municipalities which have implemented measures to support and protect families. The title is awarded every year on World Population Day.

The National Association of Large Families believes that every programme, aim, measure which increases the sense of security of families is important due to the severe demographic situation affecting Hungary and the whole of Europe. In their view, the leaders of municipalities can really do a lot for families if



Leaders of the winning local governments

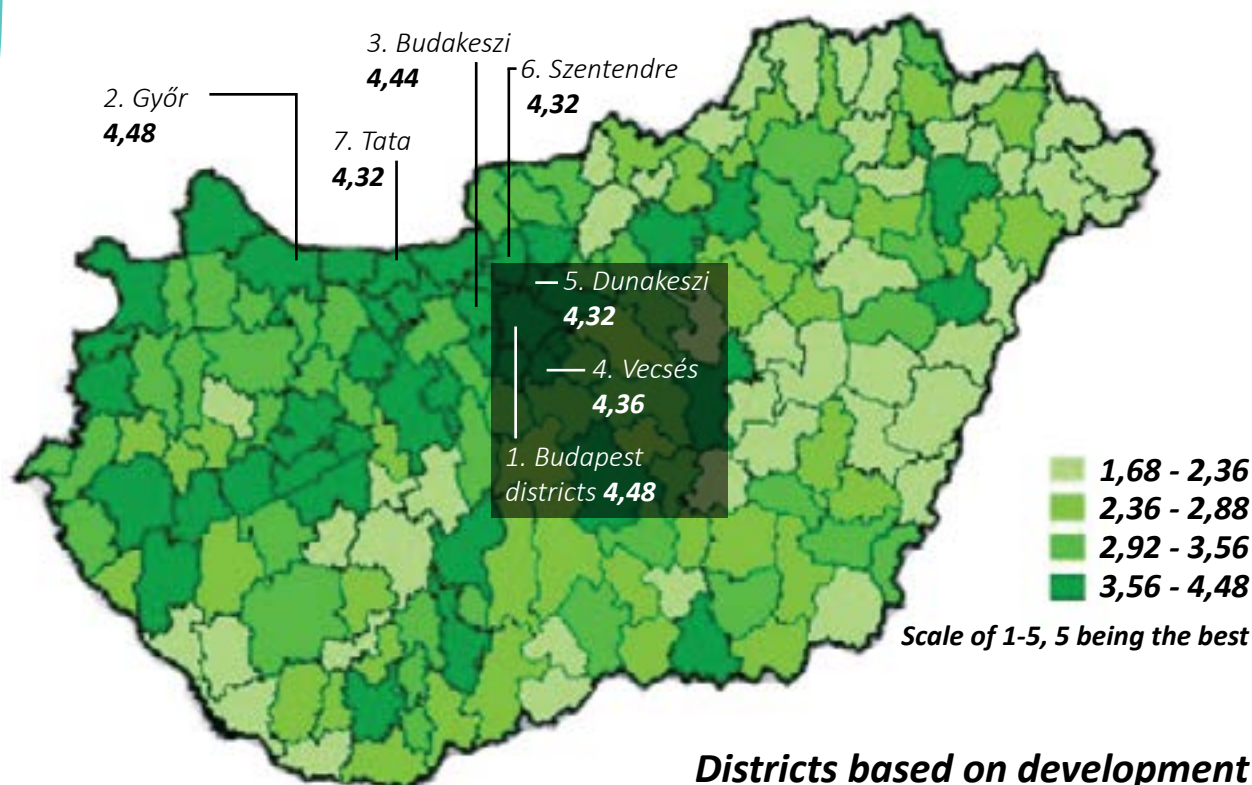
they pay even just a bit of attention to their well-being.

The town of Tata was awarded the prize because it devotes great attention to the families living in the town and runs the services affecting them in a family-friendly way. Our local government provides financial support for a wide group of families in need. We welcome the newborns and celebrate the elderly of the town every year. We have established scholarships for talented young people from Tata. The Tata card was introduced to strengthen the feeling

of living here and to support families living in Tata. A regional school bus service is operated in support of local families. In 2008, we joined UNICEF's Child Friendly Cities initiative, on the basis of which we accept a 10-point action plan every year focusing on supporting the lives of 0-18-year-old children in Tata. The programme covers various parts of the lives of minors, from sports activities to higher education. We will discuss this in more details in the article Tata, the child-friendly town.

ÁGNES BODONOVICH PÁLL

TATA DISTRICT IS THE 7TH MOST DEVELOPED DISTRICT IN HUNGARY



According to research by the Institute for Economic and Enterprise Research of the Hungarian Chamber of Commerce and Industry, the Tata District is the 7th most developed district in Hungary. In establishing the ranking of the districts, a number of indicators were taken into account, including the age composition, the number of children that day nurseries can accommodate, the ratio of people who receive regular social support and employment substitution support, the average price of second-hand homes, incomes, life expectancy, the number of companies and guest nights, the age of cars and their number per one thousand inhabitants, educational level, ratio of those who leave the district, the number of job-seekers, companies and shops as well as the ratio of broadband internet subscribers or of homes covered by refuse collection.

To be the 7th out of the 174 districts of Hungary is also remarkable because the first places are held by districts of Budapest and settlements in the conurbation of the capital. Of the provincial districts, only the Győr district, which is the 2nd most developed district of Hungary, was able to outdo us.

ÁGNES BODONOVICH PÁLL

TAX TEN

The title refers to the fact that we will examine in the following the local revenue of Tata over the past ten years. Based on the European Charter of Local Self-Government, taxes were introduced in Tata from 1992. The following types of taxes exist in our town: property tax, land tax, tourism tax, local business tax and motor-vehicle tax. In the period 2006-2015, the greatest changes in taxation measures occurred in the years 2007 and 2012. There were changes in some other years as well, but they weren't significant. Moreover, it can be noticed that not only tax increases but also tax cuts were introduced.

The increase in local revenue from 2006 to 2015 was more than 80%. The largest growth in per cent terms was seen in land and tourism taxes and in value by the local business tax.

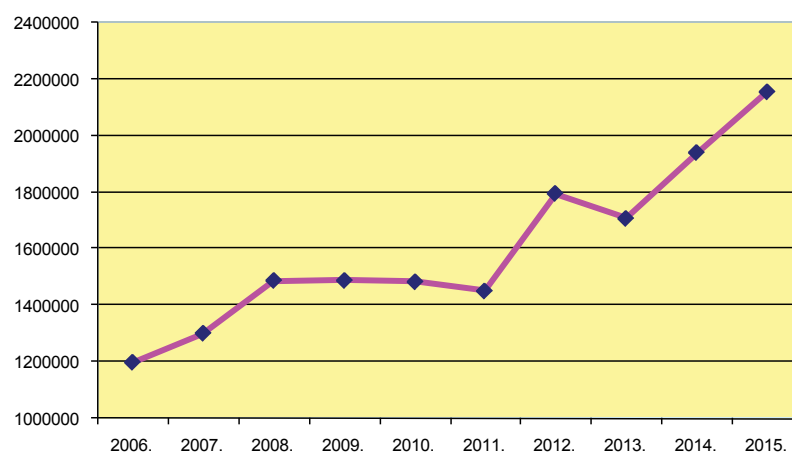
The rise in total revenue can be seen on the diagram.

During the world economic crisis (2008-2011), total local revenue stagnated. In the following year, it increased by 23.56%. In 2013, a great reduction occurred as from this year onwards 60% of the revenue from motor-vehicle tax went to the government. Despite only receiving 40% of the revenue from motor-vehicle tax, thanks to technical development and intensive controlling activity, total revenue exceeded the 2012 figure and increased by 13.47% from 2013 to 2014. Without the transfer of the motor-vehicle tax, growth would have been 17.47% between 2012 and 2014. The revenue in 2015 has increased by 11.25% compared to 2014.

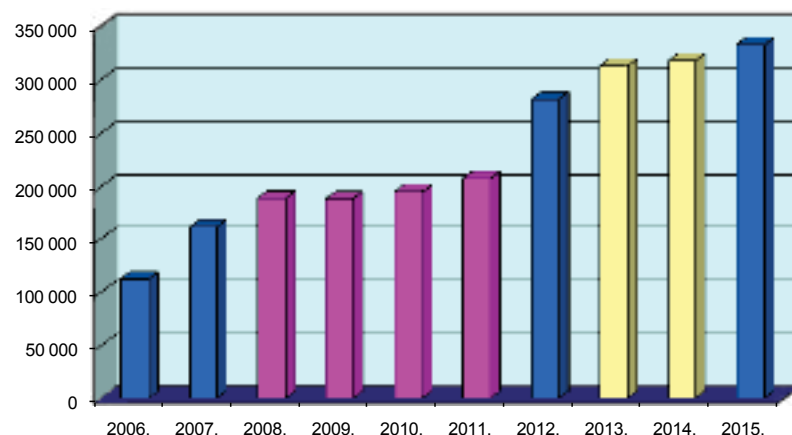
PROPERTY TAX

As can be seen in the diagram, the first great jump in revenue (42.88%) occurred in 2007 when tax rates rose by different measures, then in 2012 when tax rates rose by less measures than before and revenue climbed by 36.03% from the previous year.

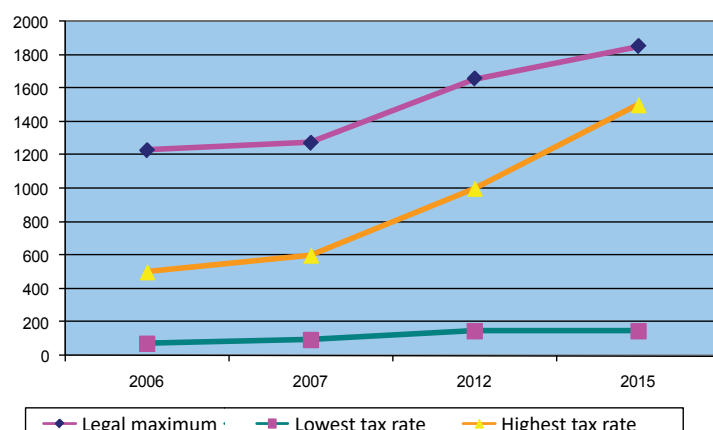
Total local revenue 2006-2015 (thousand HUF)



Revenue from property tax 2006-2015 (thousand HUF)

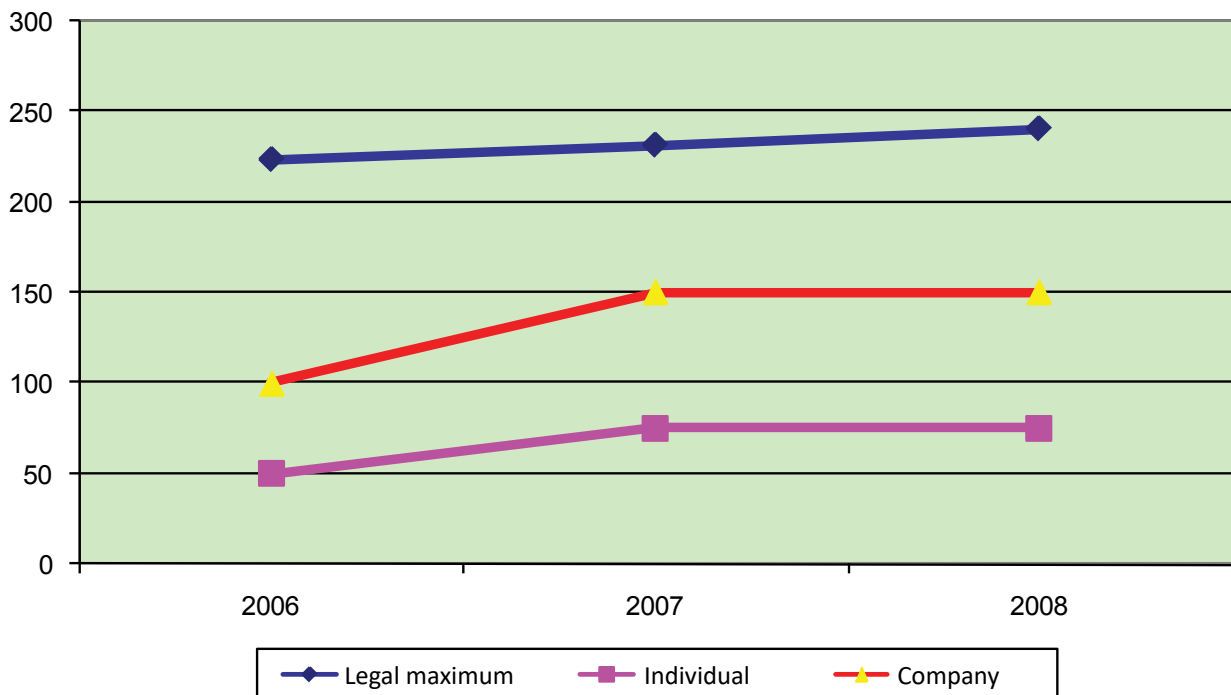


Property tax rate (HUF)

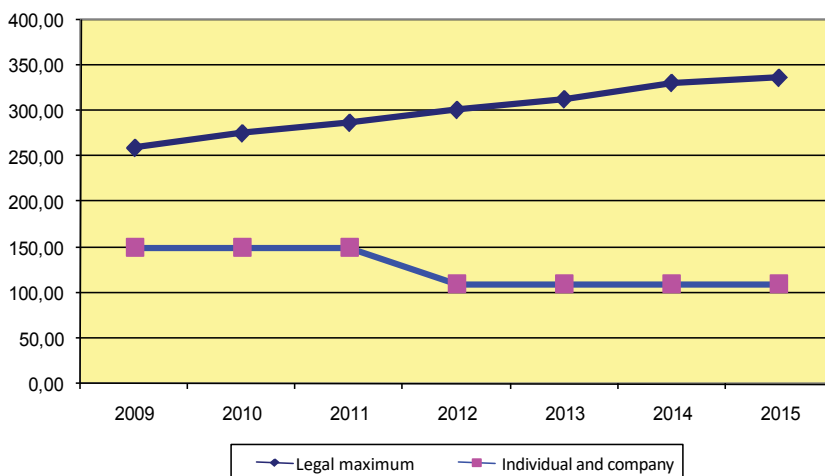


In the past three years, only one property tax band has been raised and one of them cut. Thus the growth in these years principally arose due to controlling activity. The maximum values of the different tax bands are set by law (legal tax measure). The graph shows the course in the revenue of property tax in Tata and the legal level. It can be seen that the lowest tax band in Tata was and still is well below the maximum level set by law, while the highest tax band in 2015 is 19% less than the legal maximum.

Land tax rate (HUF)



Land tax rate (HUF)



LAND TAX

Between 2006 and 2008, the level of land tax differed for individuals and companies. (See above)

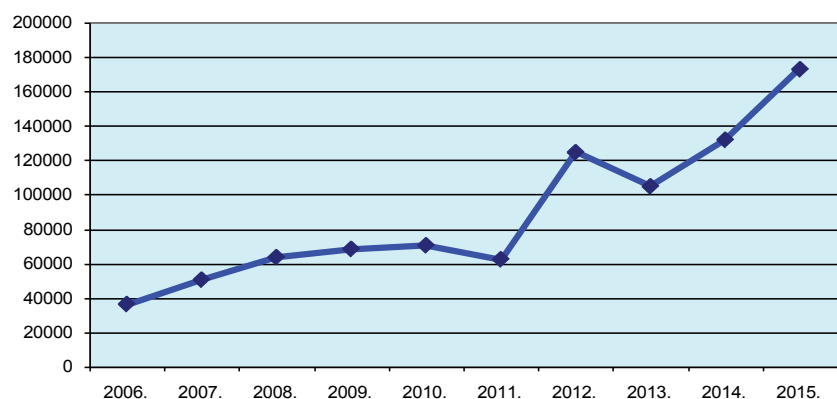
Since 2009, there has been no difference between them; the level for individuals became identical to that for companies. Despite this, it can be seen on the diagram that the legal maximum tax rate in 2015 is more than three times higher than that applied in Tata.

Although the tax rate was higher from 2009 to 2011 than before, there wasn't a significant increase in revenue, moreover it even decreased in

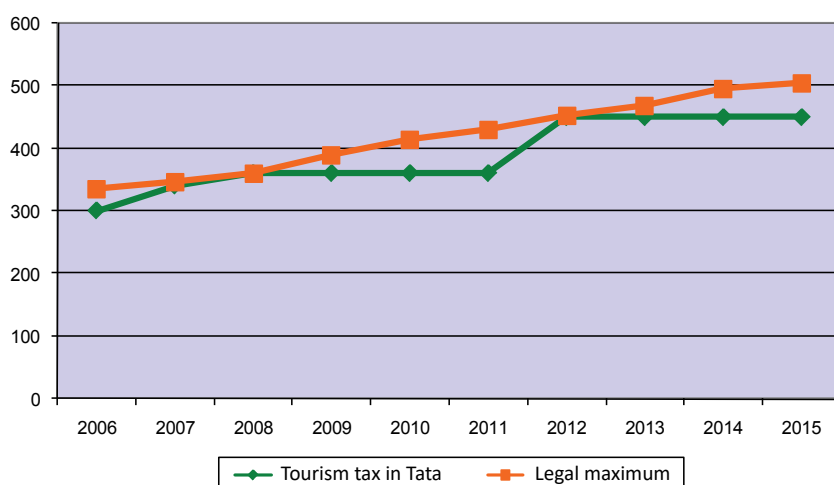
2011. Despite the 26.67% cut in the tax rate in 2012, revenue doubled. The reason for this very high growth was a change in the law; the area of taxable land became much larger.

The influence of the reduction in the tax rate was appreciable in 2013. Without a change in the tax rate, thanks to controlling work, revenue was 25.90% higher in 2014 than in the previous year. The revenue in 2015 has surpassed that of last year by 31.16%.

Revenue from land tax 2006-2015 (thousand HUF)



Tourism tax rate (HUF)



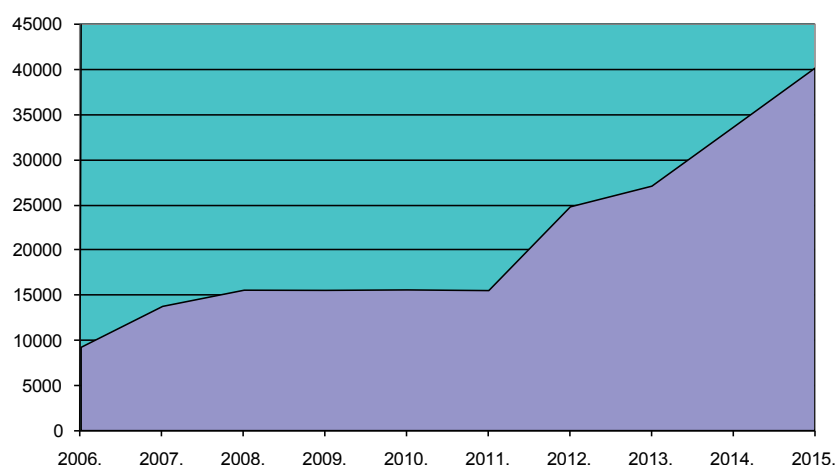
TOURISM TAX

In 2008 and 2012, the tourism tax rate approximated to the legal maximum. In the past three years, the difference has grown increasingly.

If we examine the revenue from tourism tax, it can be stated that from 2007 to 2008 the tax rate rose by 5.88%, while revenue went up by 13.03%; from 2011 to 2012, the same levels were 25.00% and 59.79% respectively. Therefore, the growth in revenue was more than double the rise in the tax rate. The reasons for this were the controlling activity and the development of tourism in the town. These causes are confirmed by the data for revenue in

2013, 2014 and 2015, when the tax rate wasn't changed, but year-on-year growth was 9.25%, 24.10% and 19.48%. It can be said that over the past ten years the tax rate was only raised by 50%, but revenue has been more than four times higher in 2015 than it was in 2006.

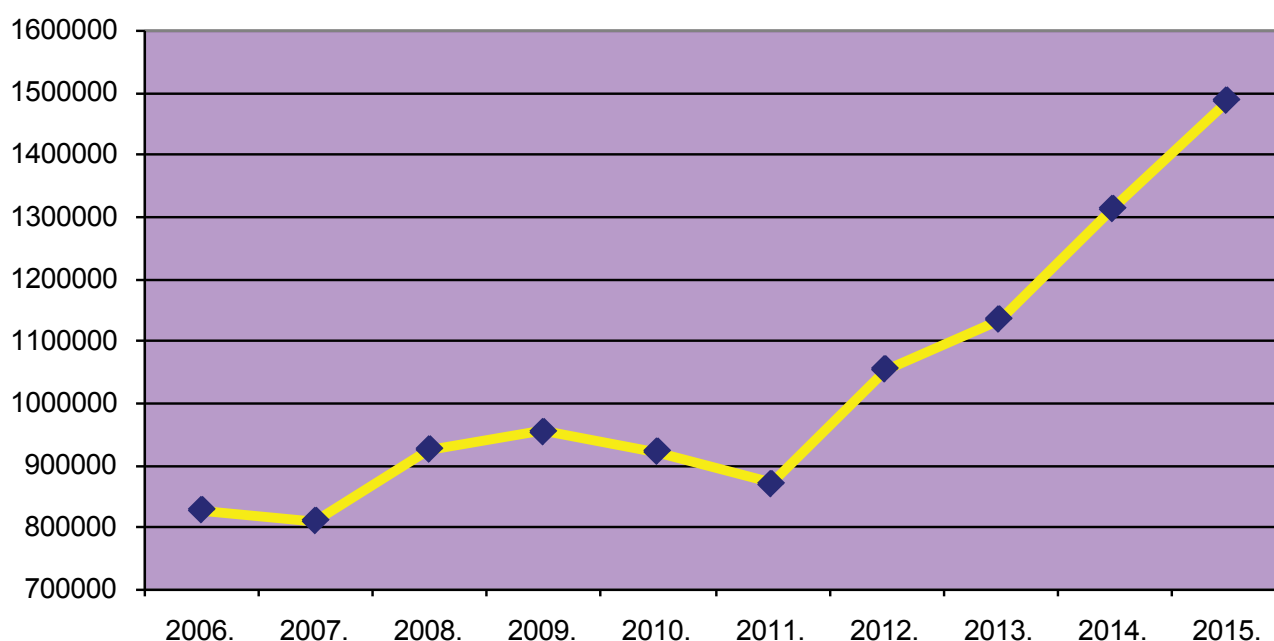
Revenue from tourism tax 2006-2015 (thousand HUF)



LOCAL BUSINESS TAX

Over the past ten years, there have only been three years (2009-2011) when the level of local business tax was 1.9% as against the other years when the tax rate was equal to the legal maximum (2%). At the same time, the tax rate was 5% lower between 2009 and 2011, but revenue decreased by 8.70% over the same

Revenue from local business tax 2006-2015 (thousand HUF)



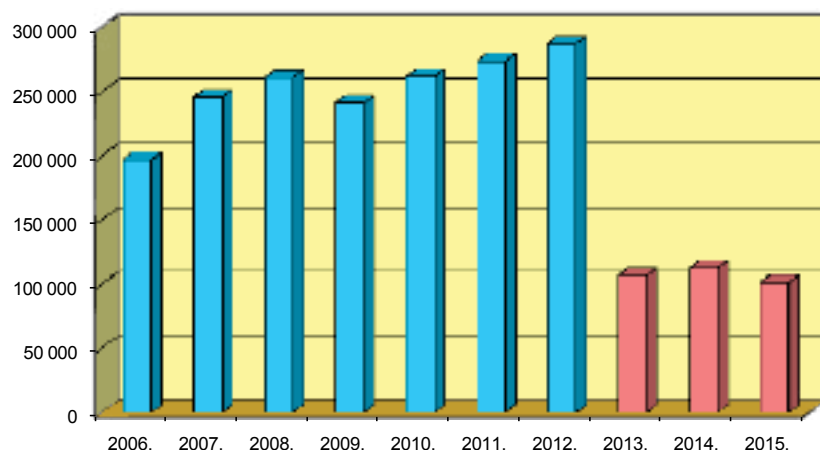
period. In the following year (2012), the rise in the tax rate was only 5%, but revenue increased by 21.06%. At an unchanged tax rate, the growth from 2012 to 2013 was 7.63%, from 2013 to 2014 it was 15.87% and from 2014 to 2015 it was 13.12%. The above mentioned data support the view that the economy is on a developmental course.

MOTOR-VEHICLE TAX

Motor-vehicle tax - after local business tax - was the second most significant type of tax from 2006 until the end of 2012.

As indicated above, based on a government decision, as of 2013 only

Revenue from motor-vehicle tax 2006-2015 (thousand HUF)



100% of revenue from motor-vehicle tax 2006-2015 (thousand HUF)

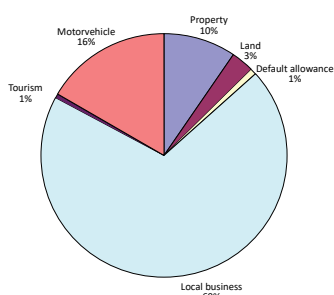


40% of the revenue from this tax has remained at local governments. Thus, in 2013, this tax became the third and from 2014 the fourth largest source of tax revenue. It can be seen on the diagram that even if 100% of revenue had remained at the local governments, revenue in Tata would have decreased.

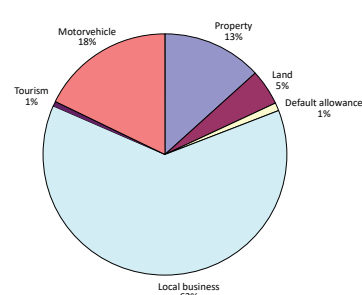
This was caused by certain other modifications to the law which created more financial advantages for transporting and forwarding companies. Furthermore, certain forwarders in Tata that paid lots of taxes have already transferred their seat to another settlement.

The changes in the share of local revenue are shown on the following three diagrams. While the share of

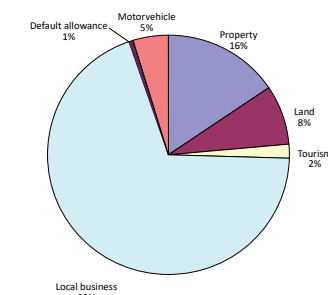
Share of local revenue in 2006



Share of local revenue in 2010



Share of local revenue in 2015



motor-vehicle tax was 16% in 2006, then 18% in 2010, it was only 5% in 2015. Simultaneously, the share of property tax increased from 10% to 16% and land tax from 3% to 7% between 2006 and 2015. It's very important as well to note that the share of tourism tax changed at the same time from 1% to 2%.

Finally, it's a very remarkable achievement that local revenue in Tata has passed the 2 billion Hungarian forints level in 2015 given that tax revenue was only just over 1 billion Hungarian forints ten years ago. The results could be achieved with joint effort from taxpayers, the local government and the local tax office. Fortunately, most local companies survived the world economic crisis of and have strengthened financially in the last four years. A piece of positive news is that several international companies will begin business activity in Tata in the near future. It should also be pointed out that tax morals have improved a lot in the last few years. This provides the basis for the Mayor's view that it's not tax rates that need to be raised but rather the group of taxpayers needs to be extended.

MARIETTA HARSÁNYI FESSEL

REORGANISED BENEFITS SYSTEM

In 2015, we reorganised the benefits system in our town, following the national Parliament's amendment of the Act on Social Governance and Social Benefits. The essence of the change is that benefits that provide income compensation were assigned to the districts, while expenditure compensation benefits were assigned to local governments, which can decide at their own discretion how much to disburse in benefits and in what form.

The objective of the amendment of the Act was to make the benefits system for the needy more transparent and fairer. Through the reorganisation, the state would like to eliminate possible system abuse, but also intends to continue to support those who really need it.

Pursuant to the aforementioned amendment, our local government reviewed its benefits-related tasks, discussed the experiences of previous years with the institutions and



organisations concerned, and drew up the new social regulation for the town.

Pursuant to the amendment, those prepared to cooperate with the Family Support Service will be entitled to extraordinary support from the town (local government aid). This is needed because, based on experiences, the client tends to spend the aid on other things than what was indicated in the application. Debt management support was phased out because clients often could not cope with the repayment of their own portion, accumulating high arrears and frequently spending local government aid on debt reduction. We continue to provide housing benefit for those in need; cooperation with the Family Support Service is a condition for receiving this benefit as well, as this is the only way to

check whether someone is really in need and that payments have been made on time. Those in need may have recourse to housing benefit for the regular expenditure related to maintaining their homes: electricity, water and gas consumption, district heating, sewage and refuse collection fees, rent, common costs and household fuel.

We continue to provide support for buying medication; those in need can apply for it with a doctor's certificate four times a year.

From the 2015 budget, the state provided funds for aid for most settlements (three thousand in all), amounting to more than a total of HUF 30 billion. The local governments that ran out of the relevant funds could apply for a further HUF 5 billion from the Ministry of the Interior. However, the 261 settlements that collect the highest local tax revenues, where the local business tax per inhabitant achievable by the local government exceeds HUF 32,000, have to solve the provision of aid from their own funds. As this amount per inhabitant in Tata is HUF 37,255, our town did not receive any support. In 2015, the town intended to spend nearly HUF 40 million from its own budget on the funding of various benefits. From this amount, 563 people received a total of HUF 12.7 million in extraordinary support (one-off aid). HUF 17 million in housing benefit was distributed to support 361 people. We helped the medicine purchases of the needy



with HUF 1.5 million, and a similar amount was granted for nursing purposes. Last year, regular child protection allowance amounting to a total of HUF 6.5 million – in voucher form – was granted to 565 people. Low-cost catering was provided to nearly 120 people through our Basic Social Provision Institution. As a result of the central change that entered into force in September 2015, the number of children receiving free meals at day nurseries and kindergartens also increased. Consequently, 90% of children now eat free of charge in these institutions in Tata. Although this is not considered to be aid, it has reduced families' financial burdens to a great extent.

In addition to the above benefits, we provided help to those in need by other means as well: more than 210 people received firewood free of charge (10 quintals per person), 100 Santa Claus packages were distributed to poor children at a Christmas celebration, and the 800 people most in need received Christmas packages.

Although the new aid system entails greater tasks for our local government, it also provides more room for us to decide whom to support and in what form.

ÁGNES BODONOVICH PÁLL



WHERE ARE WE HEADED?

In March of last year, we adopted a five-section economic programme for the new cycle, i.e. the period between 2015 and 2019. The programme contains the social, economic and development concepts for our town and the related tasks to be performed. The main elements of our programme are outlined below.

WATERS AND GREEN AREAS PROGRAMME

The most important elements of the waters and green areas programme are the management of the problems related to the return of the springs to Tata and the elaboration of the possibilities to utilise them. In view of the changes to the building up of the area, the reappearance of spring waters poses a significant challenge for the town. Therefore, we launched a research programme in order to examine the questions related to the return of the springs and

to overcome emergency situations, as well as to develop a long-term plan for the sample area. Due to the changes in the subsoil water level resulting from the springs, planning the steps to be carried out in public areas is considered to be the most urgent task.

In 2012, we won EU support amounting to HUF 1.4 billion for the rehabilitation of the watershed area of the Old Lake and of the Által Brook. This amount was used for the restoration and dredging of the bed cross sections of the headwater and tailwater of the Old Lake, and the renewal of the regulating engineering

structures. The Old Lake was partly converted into a natural water habitat, and a two kilometre-long sandy shore was built. Based on the favourable effect of the above works, we consider it necessary to continue the rehabilitation of the Old Lake and to dredge the entire lake. The cleaning would facilitate not only an improvement in water quality, but would also increase its water storage capacity. Moreover, it would make the area more attractive to tourists. We also have to continue the rehabilitation of the path around the lake. Therefore, we are going to reconstruct the forest gymnastics trail, build a joint



Fényes Nature Trail

foot and cycle path, install outdoor fitness equipment as well as wooden benches, dustbins, shelters and bike storage facilities.

In the past years, a number of development projects have been implemented in the area of the Fényes Springs: a nature trail and a visitors' centre have been built and services related to them are now on offer. We are going to continue the investment launched: the rehabilitation of living waters, the drainage of spring waters and the resolution of water management. We would also like to further develop and properly utilise the Fényes lido.

In this cycle, we are making professional preparations for the Tata Living Waters Museum, which would show the operation and variety of the existing springs. In addition, we would like to set up an interactive park by renewing an old mill, where the town mills would be presented.

In the near future, we will also continue the transformation of parks in housing estates into gated areas. We are continuously developing the parks: planting plants, doing landscaping, installing energy-saving lamps and setting up benches. In the family house districts, we plan to create subcentres that will strengthen the identity of those who live there. We consider the night lighting of the paths in parks to be an urgent task. Therefore, public lighting will be further developed using state-of-the-art energy saving equipment in the coming years. Of course, lighting will be renewed at other points of the town as well, on a section of the main communicating roads and around zebra crossings, and later the lamps will be modernised in other parts of the town as well.

Within the framework of the programme, the renewal of the town's woods will be continued on the basis of the local government's annual woods plan. The rehabilitation and development plan for the 180 ha of forest managed by the Office will be prepared.

TOWN DEVELOPMENT PROGRAMME

The renewal of the historical town centres of Tata and Tóváros is the top priority in our town development programme. The renewal of the building of the Holy Cross Par-



A small garden on Május 1. út set up by local residents



Kossuth tér before reconstruction



Esterházy Palace

ish Church owned by the Catholic Church and of the area outside the main entrance is planned to be implemented in the second phase of the Kossuth tér project.

As part of the state's heritage protection programme, the renovation of the Esterházy Palace is to begin soon. In addition to supporting the reconstruction, we are reviewing and planning the placement of functions intended for the building. We are also encouraging the renewal and utilisation of the privately-owned Esterházy riding facility and stables by the lakeside.

We are continuing our road and pavement renewal programme with the involvement of external area development funds. The development of cycle paths is not complete either: the routes of the cycle paths in the town and in the micro-region will be extended to form a connected network.

In order to solve the traffic problems of the town and ease town centre traffic, the construction of an intermodal hub (placing the bus station and the railway station close to one another) is planned with the involvement of the transport companies concerned. In parallel, we are also going to compile a micro-regional traffic plan. Zebra crossings at more dangerous road junctions will be made safer. In order to prevent accidents, speed reduction will be continuously expanded to the internal roads of residential areas as well. Within the framework of traffic reconstruction, in order to reduce transit traffic through the town, we plan for this cycle the preparation of the construction of a southern by-pass road with the involvement of the settlements concerned (Kocs, Mocsá, Naszály, Szomód) and the state.

The work of public area supervision, the civil guard and the police will be better coordinated in order to strengthen public security in the town. To facilitate this collaboration, a camera system will be installed along the roads into the town, and outdoor security cameras will be set up in the frequented parts of the town as well.



View of the design of the intermodal hub (Trenecon Kft.)

In order to ensure sustainable development, we continue to support the energy rationalisation of institutions, i.e. the installation of solar panels and solar collectors. In this cycle, we would like to implement the energy-saving renovation of at least two educational institutions and the buildings of some other local government properties.

EDUCATIONAL, CULTURAL, SPORTS, FAMILY AND YOUTH PROGRAMME

The reform of school catering has been identified as one of the most urgent tasks of the programme. The local government is going to take over the tasks of catering for the institutions; we have already compiled the relevant schedule. For the sake of the children's healthy diet and in order to strengthen local values and communities, we would obtain the goods from small local producers, and process the ingredients in our own small manufactory.

We will continue the programme to encourage all children to do sports or some artistic activity. Accordingly, we will further pursue the development of artistic institutions as well as investment in sports facilities. We will continue to reward our talents: the scholarship system created in the past years for elementary and secondary school students will be provided with similar resources.

Every year, we also adopt and implement the annual action plan elaborated within the framework of the 'Child-friendly Town' programme

founded in 2008. The plan is adjusted to the changing needs and the choice of programmes.

A short-term objective is the establishment of a summer day-time camp for elementary school students on the site of the Fényes lido, to help working parents in taking care of their children in the summer. In order to develop the camp, the renovation of the buildings has already started, and the professional and technical conditions for running the camp have already been created. Last summer, the camps were already held on this site. Infrastructural development will continue in order to make the area even more comfortable.

We support and assist the Scout Community of Tata; students aged 7 and over may apply for membership. In future, we would also like to create a community location for them on the site of the Fényes lido.

Taking account of the interests of the smallest residents, we will continue the development launched in the day nursery maintained by the local government (children up to the age of 3 attend this institution): two care units as well as the courtyard and the kitchen will be renovated. In addition, we are already planning to introduce 'daily physical education' for kindergarten age children; therefore, the relevant infrastructural conditions will be created in the coming years. In the town's kindergartens where there is no room for exercise, premises suitable for doing sports will be created. For children

with special educational needs, development rooms are also planned to be set up in some kindergartens, so that special programmes can be held for them in their own kindergarten. In recent years, considerable efforts have been made to develop the playgrounds of the town; three of them were completely renewed last year. In addition, smaller or bigger renewal works were carried out on the playgrounds of all of the kindergartens of the town; these works are set to continue. We also plan to draw up a playground programme for the town.

In order to make Tata culturally more attractive, the reconstruction of Tata Castle and the renovation of the Esterházy Palace are considered to be top priority issues in this cycle. In the castle, where the Domokos Kuny Museum is located, we plan renovations that are indispensable for the daily operation of the institution. Future plans include complete renovation of the castle; therefore we are shortly going to prepare the reconstruction plan.

An important task for us in this cycle is to move the Zsigmond Mórész Town Library from the cultural centre to another location as the current building cannot meet the needs of the library. Studies into the reloca-

tion have already been prepared; we would like to apply for funding for implementation.

Tata has rich traditions in craftsmanship, mainly pottery. The memory lives on in 'Fazekas utca' (Potters' Street), where the Stone-cutter's House will be converted into a craftsman's workshop, primarily a pottery. The permanent exhibition that presents pottery traditions would also be moved there from the castle.

ECONOMIC DEVELOPMENT PROGRAMME

Job creation is one of the most important objectives of the programme. We endeavour to provide all kinds of support for the creation of new jobs in Tata, primarily in the industrial park. We aim to create 400-500 new jobs in this town in this cycle. Therefore, we are focusing on assisting the expansion of the largest employers. In order to help jobseekers find jobs, the town is concluding an employment agreement with the organisations concerned and the local governments in the county. Vocational training is one of our top priorities for the expansion of employment. Although this is the state's task, we are preparing a programme in this cycle for the development of training with

the involvement of the educational institutions and local companies concerned. Nowadays, the whole country is facing a shortage of experts, thus we believe that Tata has to make use of the advantage of having two trade schools.

We would like to have an even closer partnership with local small and medium-sized enterprises, and provide all kinds of assistance to them in the future as well. We will continue to support the various local cooperations between the heads of businesses and their pooling into interest representation bodies. For their sake, certain tax rates will remain unchanged (local business tax, differentiated tax rates for buildings serving business purposes), while in the case of the smallest companies we will apply the statutory maximum of the tax-free tax base. Nevertheless, as a result of the developments implemented by companies and the increase in the number of taxpayers, we are adding to the tax revenues of the town.

We are also continuing the development of the 'micro park' established for small and medium-sized enterprises on the outskirts of the town, and will reexamine the possibility of building an incubator house to help start-up enterprises by pro-



NHK Spring Hungary Kft.'s girder placement ceremony at the industrial park

Did you know that...

the Old Lake has a surface area of 230 ha, with a mean depth of 2.4 m, maximum depth of 6.1 m, water volume of 4.3 million m³ and a water catchment area of 460 km²?



Association. In the years ahead, in cooperation with the Association, we are preparing a feasibility study as to how it would be possible to even better utilise organic farming, hunting and wildlife management as well as fishing and fisheries for the purposes of local tourism and recreation. In addition, we are also examining how to implement complex landscape rehabilitation to strengthen tourism.

The experiences of recent years suggest that our town is becoming increasingly attractive to tourists. In order to raise the current number of visitors, we plan to extend the summer festival season.

In 2009, we joined the Neszmély Wine Route Association, which has already started to map out a wine route. We continue to give all support for the development of the wine route, the development of the Association and the involvement of new partners.

One of our dreams cherished for a long time is for Tata to be declared part of the World Heritage in the joint cultural and natural category. Following the implementation of the relevant developments and reconstructions – still in this cycle – we are going to formulate the World Heritage programme concept and prepare the application.

SOLIDARITY PROGRAMME

In the past years, we have developed our social benefits and aid system in a way to help those who need it most. The new social support reg-

viding temporary facilities for their operations. Studies have already been prepared for this.

Our objective is to relocate industrial facilities that are now in residential areas to industrial areas as soon as possible, as this situation is an obstacle to the development of residential areas and industrial facilities. We will assist the firms that cannot afford to move: we are working on a support system, and continuously monitoring the relevant grant opportunities so that these firms can also move as soon as possible to another site where an adequate industrial environment can be provided.

We consider it our task to facilitate the development of existing industries and also support companies intending to set up in the town. Therefore, in this cycle we are revising the development concept of the Southern Industrial Park and other industrial areas of the town. Through this concept – together with the companies that run the industrial park –

we will continue the infrastructural investment that has already started, with EU funding, if possible. The owners and managers of firms will also be involved in this work.

We believe that regional cooperation is an essential condition for local economic development. It is important to establish partnerships with local businesses and the local governments of the region for the development and success of not only our town, but of the whole region as well.

As 60% of the funds available in the new EU budget cycle has to be spent in Hungary on economic development, in the coming months we will put together a package of measures to assist in the efficient and rapid utilisation of the funds. We believe that elaborating a plan like this is indispensable for the development of the town and industrial areas.

For the touristic development of the town, we will continue to support the activity and tourism strategy of the Tata and its Environs Tourism



ulation was also formulated accordingly. In the coming years, both in the area of grants and basic social services, we would like to put even more emphasis on liaising with churches and NGOs. We intend to strengthen the existing partnership, and continue to provide all possible support for their work. At the same time, we expect them to carry out concrete tasks as well: using the reports prepared in their respective fields of interest, we would like to increase the efficiency of their participation in the social services of the town. In order to identify and remedy these kinds of problems, some years ago we established the Social Round Table, with the representatives of social institutions and associations as well as charitable organisations, foundations and community initiatives among its members.

In 2014, together with the Hungarian Charity Service of the Order of Malta, we created the social map of Tata. The institutions of the town and NGOs also participated in the preparation of the project. With the help of the map, we can provide more targeted and more efficient help to families, households and communities in need. The map is continuously updated to allow us to react as soon as possible to the occurring needs and changes.

We have been collaborating with the Hungarian Charity Service of the Order of Malta for years: in addition to financial support, we are joining their various initiatives and providing the necessary professional help

for their work. Moreover, we are not only coordinating their work in aid and assistance activities: this year we installed a Maltese type playground and playhouse in a schoolyard, and jointly operate it.

In 2013, we adopted an equal opportunity programme, which primarily focuses on socially disadvantaged groups, inter alia in order to improve the living conditions, educational, employment and housing possibilities of disabled people. We are continuously monitoring the implementation of the plan, which is revised annually. The protection of marriage and the family is treated as an important issue by the town; therefore, we encourage any effort that deals with this issue, irrespective of whether it is a civil or church initiative. We strive to organise as many forums and presentations for

families as possible, at which the everyday issues of bringing up children and of family life are touched upon. Within the framework of the family and children support programme, we are continuing to support community tasks through town grant programmes. Based on ad hoc requests, we also help families that bring up sick children from the annual budget.

As of the summer of 2015, we raised from 25 to 32 people the permitted number of adults with mental deficiency receiving public assistance in the Basic Social Provision Institution. In the near future, we will elaborate a professional programme for their social employment, with the help of which they will be able to spend their time in an even more useful manner. We would like to involve the disabled in the sporting life of the town as well, so we are going to contact sports clubs to jointly find the right solution.

At one of the sites of the Basic Social Provision Institution, the town also runs a drug prevention programme on the basis of a cooperation agreement with the National Drug Prevention Institute. We also consider sports as means of drug use and violence prevention. The local council programme, i.e. that each child should do sports or practice some artistic activity or both, is also reflected in the budget and the annual programme plan of the town. PE teachers, Tata training camp, local sports clubs and NGOs will be involved in the implementation.

In this cycle, we are planning to take the following measures for the





Basic Healthcare Provision Institution, inaugurated in 2013

elderly. We are continuing to maintain the signal-system home help programme, that has been provided as a basic social service since 2009. A new wing will be added to one of the buildings of the Tata Micro-region Old People's Home in order to be able to take care of more people in need under more suitable conditions, in a green and accessible environment.

In the field of health care development, we have set a number of targets, and also realised some of them during the past months. Among other things, we designed and implemented the control of the family doctor's duty service from a dispatch centre shared with the ambulance station. As a result, provision for the sick has become faster and safer. In the near future, with the involvement of the Basic Health Care Institution, we want to find out how we could co-operate with the hospice service in improving provision for those with tumorous illnesses.

A priority objective in this cycle is to support the professional development of the district nurse service. We continue to organise health days taking local people's requests into account and support the expansion of free screening tests with the involvement of the public health institutions located in the town. By providing favourable rent conditions, we support family doctors who intend to settle in our town. We are also planning to set up a new dental centre, improving provision for 18,000 inhabitants; they will be able to receive dental treatments in a renewed environment, under modern conditions. At the same time as setting up the new dental centre, we are

examining how the town could run its own dental duty service for the micro-region.

THE WAY TO IMPLEMENTATION

In developing the economic programme, special attention was paid to determining the development tasks on the basis of the available resources and according to the priority aspects in each year of the cycle. The targets set in the programme are included in the coming years' annual budgets taking account of the following: the annual budgets have to ensure the balance of the financial management of the local government, strictly economical financial management and financial stability; operational and cumulative reserves have to be set aside for unforeseeable tasks; at the same time as the preparation of developments, the arising operating costs should also be considered; new, non-mandatory tasks can only be undertaken if

funding is available; opportunities to supplement funds through new grants should be taken advantage of as widely as possible, and efficient spending of the funds won through grants should be ensured.

We intend to implement most of the town development tasks identified in the economic programme using EU funds. We are aware that there is no guarantee of receiving such support, but at the same time we know that only those applications can be evaluated that have been submitted, so we strive to prepare as many high-quality applications as possible, and to do so on time. In addition to using EU funds, another way to achieve the targets set in the programme is to involve in the development projects owners and partners who provide financial assistance. A third possibility is to spend some of the tax revenues of the town on the financing of development. In this case, we consider it especially important to implement the most economical, but at the same time most state-of-the-art solution during a project. A condition in the programme is that we are going to use external funds during the implementation of the development tasks only if it is absolutely necessary, reasoned and well-founded as well as if the Government contributes to it.

We believe that the implementation of the economic programme is in the interest of all those who live in Tata, and serves the future and ensuring possibilities for coming generations as well as the improvement of families' quality of life.

JÓZSEF MICHL, MAYOR



Tata Castle

“THE STATE SHOULD BE BROUGHT CLOSER TO CITIZENS AND PUBLIC ADMINISTRATION SHOULD HAVE A HUMAN FACE”

Government window opens in Tata District Office

“The state should be brought closer to citizens and public administration should have a human face,” said Professor Zoltán Magyary, the internationally-renowned expert on public administration and founder of the Tata cooperative model district who deservedly lends his name to the public administration development programme launched in 2011 whose aim is to modernise public administration, make the system more transparent and the services more customer-oriented; in other words, to bring public services closer to citizens. In order to accomplish this objective, as of 1 January 2013, the government restored the district system in renewed form and started to set up a national network of government windows. Since February 2014, government windows have been opening one after the other. Newspapers report nearly every day on a new office set up somewhere in the country. By spring, a total of 270 new government windows will be serving customers. The government window of Tata District Office was opened on 20 October.



The government window of Tata District Office was opened on 20 October 2015 in the building of the District Office. The government window means that in addition to matters that were handled before in the documents office, people can also have access to modern and substantive services. The government has introduced a one-stop administration system which means that if somebody wants to arrange something that involves several authorities, wishes to initiate various administrative procedures or would like to apply for some assistance, they do not need to contact the authorities and offices separately but rather can submit all the

applications in a single place. In addition to administering matters related to personal documents and vehicles, people can submit applications or request information pertaining to a total of more than 418 different matters. Not only is the administration time limit reduced with the introduction of the new system but the entire process becomes much more convenient. People do not need to find out what type of application or other matter belongs where in the administration system. The application is accepted at the government window, and if it cannot be processed, information is given as to where the person concerned should turn.

The task of turning the documents office into a government window was completed quickly. Refurbishment work started on August 3 and pilot operation began as early as October 16. The interior space was established in line with the uniform national image in a matter of two and a half months. Thanks to the alterations, all the workstations of the government window are fully accessible, so customers all have equal access. As part of ensuring full accessibility, a car park, wide doorways, low counters and toilets were created. Furthermore, the office is characterised by a family-friendly environment: there is a play corner



for little kids where they can spend time while their parents are arranging their business. In addition, access to infocommunication was also given high priority: customers are provided with induction loops, tactile guide paths, a self-service information system, a speaking map and an information board system. Other changes were also made in IT services which make it possible to quickly follow any change in public administration, providing customers with even more comprehensive services. Additional changes are also being planned in order to improve customer-oriented service, made up of three

elements: personal, telephone and Internet contact. Personal service has already been accomplished with the introduction of the government window. The telephone service was introduced earlier and will remain in place. Currently, the Internet customer service is under development and will enable customers to deal with their matters on the Internet. The Office would like to ensure that as many matters as possible can be submitted electronically. The establishment of this system is currently in progress. The goal is to meet the needs of customers in this respect as well.

Currently, twelve colleagues are employed at the government window. Ten of them provide customer service, while the other two perform back-office work. The work of the clerks is supported by an IT application called Tudástár (Knowledge Store). The Office does not expect its employees to immediately know for all 418 matters what kind of application should be submitted in a particular case and what kind of attachments should be enclosed with it. Rather they should know how to look it up in the Knowledge Store. In line with customer needs, the government window has extended opening hours.

Over 190 government windows have already been set up all over the country, and this number will reach 270 by the spring. A new office operates in seven locations in the county: Dorog, Tatabánya (two offices), Komárom, Esztergom, Tata and Kisbér. Each of the offices has a national jurisdiction, which means that – apart from certain specific matters related to the address card and self-employment – people can turn to any government window to get their problems sorted out.

Within the Magyar Program, the government has also created a district assistant administrator system. These are assistants working in



every district who have office hours at a given time in the individual small towns or villages every week and take receipt of the applications of those living there and assist them in finding their way in every possible matter. Thanks to this new system, people living in other settlements in the district do not necessarily need to go to Tata to get their things done. This system can also help customers learn when they need to turn to the district office and when they have to contact the notary.

With the introduction of the government window, people living in Tata District can also have access to the one-stop service, one of the important tools of public administration. This is not yet the end of the public administration development programme. The government plans to increase the number of matters



that can be settled at government windows to one thousand and cut the deadlines prescribed for general administrative matters. Furthermore, a rate reduction programme will be started to eliminate or reduce

certain administrative fees. Thanks to this, around ten billion Hungarian forints will remain in the pockets of consumers.

ÁGNES BODONOVICH PÁLL



ZOLTÁN MAGYARY (TATA, 10 JUNE 1888 – HÉREG, 24 MARCH 1945)

Professor, scholar who created his own school, public servant. This internationally renowned scholar of public administration graduated from Budapest Piarist Grammar School with excellent grades. He studied law and political science and state accounting at Péter Pázmány University, where he received his law degree in 1912. He worked at the Ministry of Religion and Education under the supervision of Count Kuno Von Klebersberg overseeing universities and colleges, the National Hungarian Collection University and the entire scientific sphere as head of the department for scientific policy. He visited many European countries on study trips, including Switzerland, Italy, Germany, the Soviet Union and the United States of America. In each case, he was interested in studying the possibilities of renewing the functions of the state and his ideal was “an active state.”

He worked as a reader at Péter Pázmány University, Public Administration and Finance Department. Prime Minister István Bethlen asked him to oversee the work designed to simplify the Hungarian public administration system, and Magyary founded the Hungarian Public Administration Institute in 1931. He published a series of articles on the analysis and development of public administration. His work which created a school became fully developed at

the university department and the institute led by him. In 1938, he joined István Györfy and Pál Teleki in the management of the Regional and National Research Centre.

His relationship with Tata was revived when he began to seek a place where he could test his ideas of modernisation in practice and found the Tata district the most suitable for this purpose. He wrote a paper that was both professionally and scientifically excellent: *Public administration and the people* (Budapest, 1939), which was written and published jointly with István Kiss. He then proposed a number of practical initiatives, which served the development and progress of “the town and its region.” One of the most important initiatives was the launch of the people’s college (1940), to which young people came to study from numerous settlements in the county in order to rethink their tasks “as good citizens” in the interest of the development of their own towns and villages.

His endeavour to merge Tata and Tóváros played an important role in the life of Tata, eventually proving to be successful. He wanted to turn Tata and its region into a “model district.”

Zoltán Magyary was the first and, unfortunately, the only personality to date in Hungary who was an outstanding expert and scholar in public administration by international standards. He, together with the intellectual centre guided by him, created something that was progressive not only at that time but even after several decades and under fundamentally different conditions continued to create work of value.

His work was swept away by World War II, but those who belong to his school treasure his memory to this day. He died on 24 March 1945 in Héreg near Tata. In 2003, he received a posthumous Hungarian Heritage Award.



KOSSUTH TÉR – A DREAM COMES TRUE

Last year, the entire rehabilitation project of Kossuth tér was completed, which was designed to preserve the features of the old town centre. By renovating the square and its surroundings, a dream long cherished by the people of Tata finally came true. The core idea of the development was to create a community space worthy of a small town which both the people living here and tourists would gladly visit and which can also become a popular meeting point for the pupils of the four schools in and around the square.

The Hungarian State provided HUF 680 million in support for the Kossuth tér project. The total cost of the project was HUF 827 million. Including the functions that were not supported but should definitely be resolved, the figure amounted to HUF 1.3 billion. The project included the transformation of Kossuth tér into a community space, the renewal of the streets connecting to it, the replacement of the paving, the repair of public lighting, resolving the drainage of rainwater as well as investing in a building located on the square with consortium partners.





FISCHER HOUSE

In the first stage of the rehabilitation of Kossuth tér, the Fischer House at Bercsényi utca 1 owned by the local government (next to its centre) was renovated in the spring of 2014. The main function of the building will be as a Youth and Community House, which will serve the public life of the town and strengthen the attachment of locals to it. The building will be home to the Youth Office, which will also function as a community space. In line with the goals of the Child-Friendly Town Programme, a playhouse will be created in the building equipped with creative toys to develop skills and abilities.

The ground-floor will be home to a town marketing office, which will provide a wide range of information for tourists and investors interested in the town and deepen the attachment of locals to it. The new office will also be the centre for town events where extensive information will be available to visitors about a wide range of events and festivals. A large events hall has been established upstairs which will primarily be used by the local government for its own programs and events organ-

ised by other institutions, but it will also be able to host business and cultural events, community forums, press conferences, book presentations, company trainings and conferences. The building will also have a public toilet and a nappy changing room. The local government plans to add additional service and business functions to the building. In order to achieve this, there will be four business premises in the middle of the inner courtyard which can be booked by public service providers and other offices and companies providing various services.

PARTNERS

Private companies have also taken part in the realisation of the project. Gottwald Kft. and Cash-Trade Kft. participated as consortium partners. Gottwald Kft. will open a café and cake shop in a disused historic building at Kossuth tér 17 which fits in well with the development concept prepared for the square by helping to strengthen its community space function. During the spring and summer, the café will also use the inner part of the square planted with trees for its guests. As a consortium part-

ner, Cash-Trade Kft. undertook to refurbish and operate the news-stand in the square that is owned by the municipality.

A number of companies, shops and offices in and around the square indicated their intention during the planning period to renovate the façade of their buildings in parallel with the implementation of the rehabilitation project. The town established a façade renovation fund in order to provide financial and professional incentives for this project. The Hungarian Post also indicated its intention to renovate its old building located in the square in the near future.

REVITALISATION OF THE INNER SPACE

The concept for the inner transformation of Kossuth tér, the plans for the green space and installations to be installed in the square as well as the decorations for the paving were designed by Ybl-prize winning landscape architect Péter Török. The main criterion for the transformation of the square was to ensure its community function, that is to make it suitable for organising weekend markets and fairs, exhibitions and

events as well as catering.

The earlier surface of the square was extended in the direction of the Saint Cross Parish Church by moving the curbs. The park in front of the main façade of the church was replaced by a round central space contoured by an attractive retaining wall and trimmed plants, a so-called Rotondo, which can host large-scale events. The square is decorated with motifs encrusted in stones and engravings in the marble paving. The outer edge of the Rotondo is decorated by a stone disc and its centre by a mill wheel symbolising the “wheel of time.”

The square can be left along five exits extending radially from the middle of the Rotondo via arched limestone steps to the church and through promenades to the Immaculata sculpture and the nearby streets.

Several installations were implemented in the square. A water installation has been placed symmetrically on the two sides of the stone steps leading towards the church.

On one side of the retaining wall in the square, there is a drinking fountain installed amongst plants. The waterspout erected on an arched pedestal and decorated with bronze plane tree leaves was created by sculptor Pál Kő.

The outer part of the square has an illuminated limestone edge where people can sit down and which also supports the slope in front of the retaining wall.

The Immaculata sculpture in the middle of the square was revealed in the course of the rehabilitation project as it is no longer covered by the forest pine trees and leafy trees. The sculpture itself and its base were both restored and fitted with hidden decorative lighting, while it is now surrounded by a garden-like park.

New garden promenades and two small paved squares were created in the section of the interior space extending towards the post office. This location is perfect for the café to be built in the square so that its guests can be seated outside.

A small area for various events was created in the section in front of the local government office.

Several benches, litter bins and bicycle storage spaces were set up on the square.



TRAFFIC REDUCTION

Concurrently with the rehabilitation works, the traffic in the square was also reorganised in order to reduce the through traffic. In line with the approved parking concept, some of the parking was redirected to a new car park built near the square. The new and already existing car parks in the neighbourhood can accommodate nearly 400 cars.

WHAT WILL THE BENEFITS OF THE PROJECT BE FOR THE TOWN?

As a result of the development of Kossuth tér, 17,665 square metres of new covered road and square space were created, rainwater drainage was solved, energy-efficient public lighting and a CCTV system were installed in the square, just to mention a few of the results generated by the project. The social and economic benefit of the project is even greater: the town has improved its ability to retain its population, community

life has been strengthened, the town has become more attractive for those living nearby and tourists, tourism revenues are on the increase, related businesses are strengthening and community functions can be fulfilled under more suitable circumstances.

The development of the interior of the square was completed at record speed; the square was fully renewed in just five months. In the presence of numerous local people as well as guests, the town inaugurated the renewed town centre in a ceremonial event held on December 5, and the people immediately began to use it as their own. On the three weekends before the Christmas holidays, a series of programmes called “the Joys of Advent” awaited those preparing for the holidays. The event included a special Christmas show, an open-air market and the opportunity to enjoy special Christmas foods in a pleasant atmosphere.

ÁGNES BODONOVICH PÁLL

NEW KAYAK HOUSE ECOTOURISM CENTRE

Did you know that...

the number of permanent residents in Tata is nowadays approx. 24,000?

Located in the picturesque surroundings of the northern bank of the Old Lake, the New Kayak House Ecotourism Centre was opened to the public in May of last year. The owner of this key investment implemented with EU support is Tatai Városkapu Közhasznú Zrt., although it also houses the kayak-canoe section of the Tata Hódy Sports Association.

In 2011, the people of Tata decided that a special facility would be needed to ensure active recreation possibilities, by combining the wonderful lake view with modern options, for local communities, firms, schools, families, as well as for kayak enthusiasts. Together with the town leaders, the intention to establish such a complex was especially supported by tourism service providers, hotels, restaurants and events organisers. Since 2010, these different groups have formed a team of experts which found that tourism development could primarily be fostered by investing in ecotourism and active leisure activities. The town of Tata boasts unparalleled natural features, lakes and springs, with some marvelous spots and outstanding tourism

highlights. The team working in the ecotourism centre can offer an unforgettable stay, rich in experiences to those visiting the town.

Several groups organised their events in the new facility in 2015, not only because it looks nice from the outside and inside, but also because it offers a vast array of water sports equipment such as kayaks, canoes, dragon boats and sailing boats, together with bicycles and a modern fitness room. The services offered by our partners, as well as cultural and sports events spanning the period from early spring to late autumn, the festivals, cycle paths, the educational trail set up in the Fényes spring area, the recently renovated English Garden, and numerous recreational and leisure activities have attracted a large number of visitors to the town.

Even when the summer months have passed, the Ecotourism Centre does not stand idle, as preparations for the next season cannot be started early enough. A successful summer holiday or event involves a tremendous amount of organisation, while the facility runs at full throttle in wintertime as well. The home page of the New Kayak House

(www.ujkajakhas.hu) lists a wide variety of function rooms overlooking the lake. Some of these rooms in the three-storey building can accommodate as many as 100 people, as the building has separate conference rooms, meeting rooms and community rooms. The breathtaking view is just one reason why companies and organisations might opt to organise meetings and conferences here. Our young and enthusiastic team and the friendly atmosphere are key factors for those who wish to organise family or work meetings at the facility. In addition to information about the centre's services, visitors to the ecotourism centre are provided with details of the services of all partners in Tata.

The New Kayak House acts as a major starting point for cycle and footpaths in the Vértes and Gerecse regions, a popular meeting point for hikers and water sports enthusiasts, and serves as a venue for several important town events, such as the internationally acclaimed Kayak Festival and the Water, Music and Flower Festival.

ÁGNES BARBARA ÁBRAHÁM



View of the design of the Sports Hall (Planbau Kft.)

WHY DOES TATA NEED A SPORTS HALL?

“You mess up 100% of the shots that you never try.” These are the words of the all-time greatest ice hockey player, Wayne Gretzky, cited by Erik Bánki, vice-chairman of the parliamentary economic committee at the ceremony held on the occasion of the laying of the foundation stone for the sports hall in Tata in April, suggesting that Tata Athletics Club, by joining forces with the town, was bold enough to have a great dream and had embarked upon the construction of a multifunctional sports hall taking advantage of the TAO (corporate and dividend tax for companies) financial support system.

In 2012, Tata Athletics Club (TAC) – assisted by one of its sponsors – renovated the floor of the gymnasium in Eötvös Grammar School so that its handball teams could hold their training sessions under better and safer conditions. At that time, the TAC management thought this would be the most they could achieve: they would not be able to make a larger scale infrastructure investment than that for their sportsmen. In the same year, TAC President Ottó Lázár came into contact with a successful financial support application writing company. They asked him whether they wanted to build

a sports hall in Tata and whether they would like to submit a TAO application to the Hungarian Handball Association for the construction of a sports facility. They immediately embarked on the project as they did not want to miss out on an opportunity like this when the state provides 70% of the investment funds. The remaining 30% must be provided by the applicant from its own funds. As TAC was not able to cover this amount on its own, they turned to the town management for help, who welcomed the idea. The representatives of the local government made the decision to support the application – to be submitted by TAC to the Hungarian Handball Association – at its session held in April 2013. In accordance with the resolution, the local government would provide the HUF 200 million needed for the project as own funds and grant permission for the club to build the sports hall on the green field site owned by the town – in front of Kőkúti Primary School – and cooperate with the club in the operation of the facility after that.

In December 2013, the Hungarian Handball Association rated TAC’s application positively and granted nearly HUF 450 million in support

for the first stage of the project from TAO payments.

With the positive resolution of the Hungarian Handball Association, the club contacted a number of companies in and around Tata asking them to support the building of the sports hall with the corporate tax they have to pay. The idea was received positively by many businesses. Over thirty companies supported the sports hall project through their TAO payments.

Together with town management, TAC wanted to find a site that is easily accessible to all and would be able to serve a number of educational institutions. This is why they eventually opted for the free site near Kőkúti Primary School and the Reformed Church Grammar School. In the mornings, the sports hall will be used by the students of Kőkúti Primary School, the Reformed Church Grammar School and Ottó Bláthy Vocational School for physical education classes. In the afternoons, TAC’s handball and volleyball sections will have their training sessions there. And at the weekends, it will host the league matches of the men’s and women’s handball teams playing in League I/B and League II of the national championships, respectively.

In the remaining time, the facility will be able to host cultural events.

The working drawings for the facility were made in 2014. In autumn of the same year, the general contractor was also selected and construction work began at the end of October. In the first phase of the project, a 2100 square metre sports hall with a 1500 square metre arena and locker rooms for the sportsmen will be built at a total cost of 628 million Hungarian forints. The mobile stand of the hall will be able to accommodate over 400 spectators. The facility will also include a training room, store-room, lecture room, reception space, snack bar and cloakroom. The immediate vicinity of the sports hall will also be developed by creating parking spaces around it and a new road connection so that it can be accessed from various different directions.

The need for the expansion of the sports hall already emerged during the design works, which will be implemented in a second stage. Additional easy access changing rooms and other functions will also be added to make the facility suitable for hosting various cultural events and other programmes organised by the town. In addition, the designers included in the plans a corridor in the form of a closed bridge to connect the hall and the building of Kőköti school.

At its meeting held in April 2014, the representatives of the local government agreed that TAC should submit an application for the expansion of the sports hall under construction on the basis of the 1996 Act on corporate tax. The local government also agreed to cover 30% of



Sports hall foundation laying

the total costs of the second stage as own funds.

TAC submitted its application for the second stage as well and the Hungarian Handball Association accepted it. This project will begin this year. The total cost of the second stage is HUF 500 million, with the own funds undertaken by the local government amounting to HUF 146 million.

Opinions vary in the town and the country as a whole as to which areas should receive more funds from the government for development purposes. If these sectors were to be ranked into an order of priority, for most people sport would be likely to be placed in one of the last places although, as the saying goes, "if you invest in sport and in children, you invest in the future." The sports hall in Tata will primarily be built for our children and grandchildren, for the sake of their health.

This multifunctional facility will satisfy all the needs of the town. Cur-

rently, Tata does not have an indoor facility that could accommodate an audience of this size. Therefore, the new sports hall will fill a gap in this respect too: it will also be able to host cultural programmes and events organised by the town. The new sports hall will benefit the entire town of Tata as well as the region as a whole.

ÁGNES BODONOVICH PÁLL

WHAT IS MEANT BY TAO FINANCIAL SUPPORT?

The Hungarian Parliament amended the Sports act on 27 June 2011, which also altered Act LXXXI of 1996 on corporate tax and dividend tax. The new act enables companies to support the five most popular branches of spectator sport (football, handball, basketball, water polo and ice hockey) with up to 70% of their corporate tax liability. This support may be provided by any profitable Hungarian company that pays corporate tax (except for those owned by the state which are subject to TAO). The amount of the contribution is recognised as a cost arising for conducting business activities, that is, as extraordinary expenditure, thus it does not increase the company's corporate tax base. The companies which take advantage of this opportunity can get corporate tax relief and a small tax base allowance.





AN AREA OF INTERNATIONAL SIGNIFICANCE IS REBORN

Rehabilitation of the Réti 8 lake

The town of Tata has always prioritised the protection of nature, with a special focus on waters. The Által Brook catchment area and the Old Lake have recently been renewed, and a water habitat set up next to the lake. The town has reached the next phase of the reconstruction process; the Réti 8 lake has been reborn.

SPECIAL NATURE RESERVE

The Által Brook valley is considered to be an important and highly sensitive nature area. The Old Lake and its surroundings constitute a special bird reserve in the Natura 2000 ecology network.

The Old Lake is located along one of Hungary's most important bird migration routes, and in 1989 was added to the list of sites protected by the international Ramsar convention for the conservation and sustainable utilisation of wetlands. The Réti fishing lakes and the Ferencmajor fishing lakes were added to the register of the Hungarian Ramsar locations in 2006.

The ecological roots of the Réti 8 fishing lakes stretch back thousands of years. From the Pleistocene age until the middle of the 18th century, vast wetlands of thousands of hectares stretched between the Old Lake and the River Danube. These massive

wetlands were fed by the Által Brook and local springs. In 1747, at the request of Count József Esterházy, the huge wetlands were drained under the supervision of Sámuel Mikoviny. Fishing lakes were created in the middle of the 19th century. The lake system, in all covering 65 hectares, includes nine fishing lakes surrounded by an embankment. The biggest of these, the Réti 8 lake, spans nearly 32 hectares. The lake was a favourite meeting point for tens of thousands of migrating birds seeking refuge for the winter season. The vast reedy ranges provided good quality nesting places for many protected bird species. Based on botanical and zoological observations, more than two hundred different bird species have been identified in the vicinity of the Réti fishing lakes. The lakes were the natural habitat for several indigenous types of fish, and specially protected otters also lived in the swamps. We have no precise data on protected plants in the region, however, large areas of *Senecio* were discovered a couple of hundred metres east of the lakes, representing a significant part of the world's *Senecio* stock.

The Réti 8 lake was the site for extensive educational activities for decades: as of the middle of the 20th century, this lake was the training

area for fishermen studying at the local secondary school specialised in agriculture and food industry. This school was important as it was the only facility in the country where fishing courses were available.

DEMISE OF THE RÉTI 8 LAKE

Despite its bed being cleaned twice, the fishing lake system first built in 1935 has slowly deteriorated over the last thirty years. However, the measures taken were only sufficient to slow the build-up of silt on the lake bed as the operations were not carried out in a thorough enough manner. The build-up of silt and mud accelerated during the last ten years, leaving only a quarter of the original 32 hectares intact. The lake's deepest area shrank to a meagre 0.7 hectare spot, the so-called "fish ditch", which is located by the sluice on the northern and eastern sides. The lake slowly became the victim of total eutrophication. The one-time huge reed areas were overtaken by bulrushes, and the thick silt layer is peppered with weeds. The lake used to host several species, regrettably, now only a fragment of those are still visible. Flocks of birds in their thousands also left the area. The number of protected species nesting here decreased considerably.

SIGNIFICANT INTERVENTION NEEDED

Some years ago, the local government of Tata realised that the only chance to preserve the wetland and the lake was to take serious and immediate action. If no such steps were taken, this key area would disappear, and the town would no longer feature on the map of bird migration routes. The obligations undertaken in the Ramsar Convention to preserve the nature protection area drove the town management to take the necessary steps as soon as possible to save the lakes. The situation was worsened by the critical status of the sluices regulating the water level in the no. 8 lake. A significant amount of precipitation or spring water rendered the sluices inoperable thus further aggravating the danger posed by inland waters. The karst springs originating in Tata increasingly affect inhabited areas so the no. 8 lake needs to be made capable of accepting several thousand cubic metres daily, as otherwise we would face a large number of technical difficulties in the town. With these issues in mind, town management began to prepare for the intervention. Several NGOs and civil organisations were involved in the process, which jointly prepared a feasibility study for the rehabilitation of the no. 8 lake. The developed plan is directly connected to Tata's integrated town development strategy.

In 2013, the local government submitted an application titled "Réti 8 lake water reserve rehabilitation" to a scheme launched under the umbrella of the New Széchenyi Plan Environment and Energy Op-

erational Programme. The National Environment Protection and Energy Centre gave HUF 275 million in assistance for the reconstruction. These works are co-financed by the EU and the Hungarian state, the city makes no own contribution to this initiative.

SUCCESSFUL PROJECT IMPLEMENTATION

The local government commenced the rehabilitation last January. A local company won the public procurement, and was tasked with implementing the project. Instead of the old, fishery type layout and structure, the lake was reorganised in line with modern ecology requirements. The first step of the reconstruction was to reshape the lake bed. 64% of the 32-hectare lake, i.e. nearly 20 hectares was cleaned to a depth of one metre. The 100,000 m³ silt which was removed was deposited locally to reinforce embankment structures and to help reeds grow along the edges. The remaining silt was used to create two nesting islands, and a winter shelter peninsula for birds and amphibians. This latter structure promotes the healthy flow of water throughout the entire lake. All these novel features can assist in reshaping the habitat, and help settling species which would otherwise be highly unlikely to be seen here.

Weeds and bulrushes were eliminated by implementing a special filter system, and reed and willow trees were planted instead. To improve the water quality, indigenous fish species were put into the lake. Oil and silt catches were installed on



the feed sluices, and drain and feed ditches were also cleaned. The lake was filled with water using a unique method, employing town spring water channelled into the lake, and a separate canal built which drains the water from a town beck. Using karst water not only provides high quality water to feed the lake but also helps avoid dangerous situations due to elevated karst water levels.

A major step in the rehabilitation process was to erect a birdwatching tower and an observation point, as well as to build an educational path around the lake. The watch tower which was set up in the SE corner of the lake is ideal for watching birds and other species in their natural habitat, and will facilitate making species number estimates. The observation point was established in the western corner of the lake. It facilitates monitoring and security operations, and at the same time serves ecotourism purposes as well as providing easy access to all to the mysteries of water world life. A wide and





long grassy beach was built along the lake shore which provides excellent recreational possibilities for Tata residents and visitors.

ACHIEVEMENTS

Project implementation resulted in a major improvement in terms of the lake and its surroundings; a 22-hectare lake was created. The water depth is not uniform, there are some reed spots in the lake, some small islands, and willow trees along the lake shore. The renovation of filling and draining installations restored balance and harmony in the lake while the well-structured and ecology-focused management will maintain high water quality and good general conditions for the lake. Rehabilitation will result in the reappearance and settlement of birds and plants for which the chances of settlement were fairly low in a regional context. In addition, birdwatchers will be able to spot rare and protected birds during the hatching period.

ÁGNES BODONOVICH PÁLL

RAMSAR CONVENTION

The middle of the 20th century witnessed a rapid deterioration in wetland habitats. Representatives of eighteen countries concerned about the future of water birds signed an international convention in 1971 in order to facilitate the maintenance of water habitats and establish the legal and institutional framework necessary for their protection. The convention is one of the most dynamically developing co-operations in the world with more than 150 member states and numerous partner organisations. Participating countries initially intended to ensure protection for the rapidly disappearing water birds, however, the programme is now aimed at maintaining the entire ecological system. Currently, there are more than 1,900 locations registered as Ramsar sites, with their accumulated area amounting to approximately 1,900,000 km². The UK has the highest number of wetland locations with 168 protected sites. In Hungary, there are 29 sites registered, including the lakes in the vicinity of Tata. The total area of Hungarian protected lands amounts to 259,905 hectares.



ENGLISH PARK

In 2015, the English Park in Tata, one of the most popular sights to visit in our town, was also given a make-over and renewed. The purpose of the development, which was implemented in two phases with the help of funding obtained through grants, was to make it more attractive to tourists as well as to protect our heritage and cultural traditions.

The English Park of Tata was built after 1783, when the first trees were planted around the artificially formed 25-hectare Old Lake and Cseke Lake upon the request of Count Ferenc Esterházy. The first large English-style park in Hungary was created by estate landscaper Ferenc Böhm on the Esterházy family estate. This site has been popular among visitors ever since, as it shows a different face in each season, magnificently blending the beauty of nature with culture and art. The entrance to the park is guarded by two stone griffin statues, and the Palm House was a favourite place for amusement already in the early 20th century for the then citizens of Tata and visitors from the capital. There are several structures alongside the paths in the park, for example the artificial cave known as 'Hell', on one side of which the waters of a spring flow downwards. The oldest building in the English Park is the Small Palace, which was originally built as a summer villa in Louis XVI style. One of its interesting features is the stairs of the terrace, which evoke concentric circles created by a pebble thrown into water. A small building of

a regular octagonal layout reminiscent of a pointed Turkish mosque can also be found in the English Park. It is believed that the hut of a holy Turkish hermit used to stand in its place. The park is at the same time romantic, evocative of the past and close to nature.

As part of the works completed last year, the old open-air stage and auditorium were demolished and replaced by a new mobile stage as well as 400 fixed and nearly 1300 mobile seats. Public lighting was modernised, and the historic building of the Small Palace was also renovated. The ceiling of the upper story of the Palace was opened, wood protection works were carried out, the stucco was renewed in the rooms, the internal wall and ceiling surfaces were restored, and the frescoes were conserved. Follow-

ing the internal works, an exhibition by the Herend Porcelain Manufactory and one presenting European English gardens were opened downstairs and upstairs, respectively. Of course, the surroundings of the building were also renewed, and some of the paths in the park were repaved during the project.

The second phase included the complete reconstruction of the historic building of the so-called summer kitchen close to the Small Palace, the cleaning of the artificial cave, and the renewal of the stream in front of it. A new wooden bridge was built at the small pools, whilst the Water Bird Lake as well as the watercourse between the artificial cave and the sluice-gate and also the vicinity of the water channels were restored. The wetland and waterside habitats as well as paths were reconstructed, all the trees were examined, and new plants were planted in place of the rotten ones.

Management of its historical and cultural heritage is a priority issue for Tata; preserving and enriching it is a noble and vital task. The result of the renewal of the English Park also shows how maintaining local heritage does not lose its significance as time goes by, but rather its role is increasing. A walk in the English Park, running around Cseke Lake, reading beneath the foliage of the trees, or a picnic by the garden and water plants offer moments that inspire and enable us to face the routines and challenges of everyday life with renewed spirit.

ÁGNES BARBARA ÁBRAHÁM



Esterházy Summer Palace, also known as the Small Palace

TATA, THE CYCLIST-FRIENDLY SETTLEMENT

The cycle path between Dunaalmás and Szomód too was completed in 2015

The most recent cycle path in the region was opened this autumn. The Local Government of Dunaalmás built a 4.2-km long section, while the Local Government of Szomód constructed a 4-km long section as part of an investment with a total budget of approximately 400 million forints. The opening of this section means that there is a continuous cycle path from Tatabánya to the Danube for recreational cyclists, those cycling to work or for families who wish to

use it for leisure activities.

The new EU-funded route consists of two sections that connect the settlements along Által Brook as well as the international Euro Velo 6 cycle route along the Danube with Tatabánya.

Alongside the path, a covered resting area for cyclists has also been established. All this means that this beautiful route not only provides a fast and safe means of transport for locals, but is also ideal for tourists.

Cycling already has a great tradition in Hungary, as we are the third amongst the cycling nations of Europe, measured in terms of the number of cyclists per settlement. Tata also ranks well in this category as it again received the title of Cyclist-Friendly Settlement, while the local government was awarded the Cyclist-Friendly Workplace title.

ÁGNES BARBARA ÁBRAHÁM



NEW JOBS AND INVESTMENTS IN TATA

The creation of new jobs in Tata is among the key priorities of our local government. Through this, we want to help both jobseekers and the over 3,800 Tata residents who need to leave the town every day to get to their job in another location. Town management is committed to ensuring that the people who live here can also work here and devote more time to their families and themselves. We took a big step in this direction in 2015 as the objective set at the end of 2014 to create 500 new jobs during the current local government term was accomplished last year in one year rather than five as originally planned. In addition, we have paved the way for two important investment projects which will significantly increase the number of jobs in the town.

NHK SPRING HUNGARY KFT.

One of these projects started with laying the foundation stone of the first European production centre of the Japanese NHK SPRING Hungary Kft. last October in Tata Industrial Park, where after the official opening and welcome speeches one of the floor beams of the factory being constructed was put in place. This investment will bring advanced technology to our town with the new factory set to operate on an area of eight hectares. NHK SPRING Hungary Kft. will create over 100 new jobs, especially for highly qualified experts. The car industry has been present here for a long time, and this new project will add even more com-



panies to the existing range of suppliers. The most tangible benefit for Tata will be increased tax revenues in the form of local business tax. The local government has been involved in the project from the very beginning, assisting the parties in buying the site and establishing the necessary infrastructure. NHK SPRING Hungary will bring highly advanced technology to Tata, where shock absorbers and stabilisers will be manufactured. Construction work began in September 2015. The entire project will be financed by NHK, with this plant its first European production centre as an independent investment. They chose our town for this project, among other things, due to the availability of a well-trained local workforce and the great location but also because the Hungarian government and Tata provided outstanding support. The new factory will begin production in the summer of 2016.

GALLFOOD PULYKAFELDOLGOZÓ ÉS ÉRTÉKESÍTŐ KFT.

The final quarter of 2015 saw another major investment project. Gallfood Pulykafeldolgozó és Értékesítő



Kft., which has a long-standing production facility in Kecskemét, will be moving to Tata. The group's turkey-breeding facilities operate in the Tata region, therefore they decided to build their new, modern slaughtering and meat processing plant nearby. After several years of negotiations, Gallfood, which sells 80% of its products abroad and 20% on the domestic market, chose Tata Industrial Park for its planned investment. The purchase and sale contract between the Industrial Park, Gallfood Puykafeldolgozó and the investor was signed at the beginning of December in the Town Hall. Under this contract, the company will buy a 3.7 hectare site from the Industrial Park, where they will begin construction of their 15,000m² slaughtering and meat processing plant this year. This project is in line with the Hungarian government's endeavours to increase exports and also boost the development of the town of Tata. Construction work is expected to begin this year, resulting in a modern plant unsurpassed in the country. Tata will also be providing support for the investment, as under the strategic agreement made with the Industrial Park, they will cooperate in all areas that can support local employment. The local government will support Gallfood Kft.'s project by developing the infrastructure. In addition, the town will provide support for the project in labour supply and help the local Sándor Jávorka Agricultural and Food Industry Vocational School train the skilled workers needed to work in the new plant in the future. After completing the construction work, production is expected to start in the summer of 2017, initially providing work for nearly 250 people in Tata.

ÁGNES BARBARA ÁBRAHÁM

DEVELOPMENT OF TATA INDUSTRIAL PARK:

The number of jobs and revenue sources of the town are strongly influenced by the industrial sector, which is the most important measure of a town's development and competitiveness. This is why we consider it extremely important to promote the development of existing sectors and support existing companies. We attach great importance to creating appropriate business and physical conditions for potential investors. In addition, we pay attention to ensuring marketable intellectual and human resources.

Several businesses have already shown interest in our town, therefore we are constantly improving our Industrial Park. Last year, we completed a complex plan for the regulation of the park and built a bypass which directly connects the development site with the motorway. In addition, we have invested a lot of funds in the public utility infrastructure, so as to make new sites available for those interested in investment. In addition to physical infrastructural development, we seek to create suitable service facilities for the businesses (project counselling, logistics and business services, etc.) All these opportunities enable our town to become appealing to investors not only in theory but also by offering the companies interested in setting up here concrete and attractive possibilities. We have also created a publication which provides conveniently accessible information for investors interested in the industrial areas of the town, including the possible development sites and the steps in the procedures that are relevant to investments.

ADVANTAGES OF TATA INDUSTRIAL PARK:

- An industrial site in the Central European axis right next to a motorway
- Great location and convenient transport links
- Sound ownership for green-field investment
- Quick administration and a wide range of services for new partners
- Extensive local government support in the administration of official matters
- Pollution-free sites

DEVELOPER OF INDUSTRIAL PARK:

Barina Kft
2890 Tata, Toldi utca 19.
Telephone: +36 34 480-208
Fax: +36 34 480-206
Website: www.barinakft.hu
info@barinakft.hu
iparipark@tlp.hu





After a long selection process, the National Institution for Blind People has chosen Tata as the location for a new rehabilitation centre. The Institute would like to expand its horizons beyond the Budapest region, whilst they have also been seeking a location for the new site which was equally accessible from county seats and Budapest. It was important for them to be close to railway and bus stations, and to be able to carry out a brown field development. The state-owned ex-Agriculture and Food Industry Secondary School property in Tata met all the requirements set. The authorities started pulling the old school buildings down in May 2014, to make the plot available for the construction of a new rehabilitation centre for the visually impaired. The investment was implemented with co-financed by the Hungarian state and the European Union.

The new building was inaugurated on White Cane Day, 15 October 2015. The first residents moved in at

NATIONAL INSTITUTION FOR BLIND PEOPLE CHOOSES TATA

the beginning of this year. The new facility provides basic and complex rehabilitation for the visually impaired. This service primarily provides support for people who have become visually impaired during their adulthood, enabling them to be self-supportive again and be active members of society. Rehabilitation extends to mental hygiene assistance, skill and ability development and job market integration. The latter, of course, can only happen if the customer requests such support. The facility can provide accommodation for 45 individuals at a time. Those requiring rehabilitation are assisted by a team of professional social workers, nurses, psychologists and special education teachers. At the start of the programme, the team, in co-operation with the customer, lays down the basics of the customised development plan which includes major milestones and goals. Rehabilitation courses teach participants to become independent again, and give them all the necessary support

to move on by using the skills and knowledge gained during the course.

Besides the resident patients, there are people who visit the facility once or twice a week, for example to study languages or to learn how to use smart phones or other newly purchased devices.

The National Institution for Blind People in Tata not only provides rehabilitation services. The new facility gives training courses for experts dealing with the visually impaired. Accredited courses offered by the institution provide special knowledge and skills, for instance, caregivers are taught about what to prepare for when visiting visually impaired people in their homes. Pedagogy experts can master the knowledge needed for how to best support visually impaired students.

In the rehabilitation section of the Tata facility covering 2605 square metres, there is a gym, an IT room, a DIY training room, a teaching kitchen, a sewing-weaving teaching room, as well as sight development and mu-

Did you know that...

*the administrative area of Tata
is nowadays 78.17 km²?*

sic therapy rooms. The facility has an approx. eight thousand square metre special courtyard which is perfect for studying, relaxation or sports. It boasts a whole range of games, e.g. a chess table and nine-pin bowling, and has a unique, rubber-covered pitch, accessible for residents and external visitors alike. In the garden, a special area has been set up to practice traffic situations and rules. This area has road sections covered with different materials (gravel, wood, grass, asphalt), and a bridge, steps, ramps and curbs have also been installed in the garden. In addition, there is a small garden where herbs and other plants are grown.

The newly opened institution aims to connect with the town as much as possible by offering assistance to the visually impaired participating in special local courses, by for instance, giving access to special computers. Interestingly, there are a number of other ways the institute is planning to become an active member of the local community. To mention just a few, the institute aims to operate a kitchen with a staff of 150 to provide food for those on special diet regimes. If necessary, the kitchen will be made available to other town institutions as well. The institution also has plans to operate an "open kitchen" which would be accessible to people living in the vicinity. The large gym would serve as an ideal location for community physical education. The lecture rooms in the buildings would be made available for town and other events. The facility wishes to provide massage services.

The National Institution for Blind People's investment is closely connected to Tata's development and objectives: a derelict, old and unused state-owned building has been demolished, and a splendid, new building representing significant community values has been erected in its place, creating a number of new jobs. The local government is endeavouring to develop the centres of the town districts, including the Kertváros area: they would like to renovate the square opposite the rehabilitation centre, in order to create appropriate surroundings for the new facility.

ÁGNES BODONOVICH PÁLL





THE NATIONAL HOLIDAYS WE CELEBRATE EVERY YEAR

15TH MARCH

The Hungarian throne was taken by the Habsburgs from the middle of the 16th century. From the 18th century onwards, they made intensive efforts to make the legally separate Hungary a part of their empire. Similarly to other European countries, the first half of the 19th century witnessed Hungary regaining her national independence. This was the period of the so-called “reform parliament”, when Hungarian nobles strove to establish a modern nation state.

At the parliament session started in 1847, liberal noblemen drafted a ground-breaking programme: abolition of serfdom, introduction of public taxes, independent government, national army and national bank. However, due to opposition from the conservative section, their claims never reached the king, Ferdinand I of Austria. The year 1848 saw the outbreak of several uprisings throughout Europe, for instance in Vienna, on

13th March. The news spread quickly, and some young people in Pest (Buda and Pest were then separate towns) printed their 12-point list of claims, and started to distribute the proclamation among the growing crowds. In the wake of these events, a Hungarian writer, Mihály Táncsics, held in captivity in Buda Castle, was freed by the

angry crowd. Following the French example, Hungarian revolutionaries made a red-white-green cockade with the Hungarian national colours. This cockade is still a symbol of this national holiday, worn throughout the country.

The emperor was shocked by the news of the revolution, and the first



independent Hungarian government was permitted to be established on 17th March. On 11th April, the king ratified the first programme of the 1847 parliament. However, half a year later, the emperor ruled to withdraw the new legislation. This proved to be the last straw, the emperor's request was refused, and the fight for freedom, lasting a year, began.

In December 1848, Ferdinand I of Austria gave up the throne, and his nephew, Franz Josef, succeeded him. However, the Hungarian parliament failed to acknowledge this change. In March 1849, Franz Joseph issued a new constitution for the Habsburg Empire to take away from Hungary the rights previously granted. In response, in April, the Hungarian parliament dethroned the Habsburgs. The Austrian ruling house, with the help of the Russians, managed to suppress the Hungarian war of independence by the end of the summer.

One of the young people so active during the spring was Tata-born artillery officer Daniel Hamary. He excelled in several battles during the campaign, and after the war graduated as a doctor to become a prominent figure in Tata public life. A young, Tata-born vicar, Antal Mansbarth, announced the dethronement in the Church of Csákberény, for which the Austrians later executed him.



Did you know that...

*the highest point of the town is
Kálvária Hill at 167 m?*



20TH AUGUST

20th August is one of the oldest Hungarian national holidays, King St. Stephen's day, when we celebrate the establishment of the one thousand year-old Hungarian Christian state.

His reign is considered to be the most important four decades in Hungarian history as they laid the foundations for our entire nation. From a political, religious and social point of view, he is regarded as the founding father of our state. King St. Stephen successfully set out the path for his people by establishing a united and strong Christian monarchy rather than a fragmented and weak principality.

With the help of the church, he laid the foundations of the first Hungarian Christian state. He established 10 bishoprics and 2 archbishoprics, and as such, in contrast to the Czech and Poles, Hungary was a separate diocese, independent of the Holy Roman Empire. Today's public administration is based on the county system he established.

The king's reforms resulted in a free and independent European state which went on to become a guarding bastion of Christian Europe. The strength and stability of the newly formed state can be clearly seen from the fact that the fledgling state, barely 30 years after its establishment, was able to fend off attacks initiated by Europe's strongest empire.

In 1083, having received the Pope's consent, King Ladislaus I of Hungary



had St. Stephen canonised in Székesfehérvár cathedral. This event acted as a confirmation that the Christian stronghold established by our first king was to live on, and that Stephen would serve as a role model to be followed by all rulers following him on the Hungarian throne. Stephen's right hand has been preserved,

and is kept in a basilica named after him in Budapest. The hand was lost during the fights with the Ottoman Empire, and monks in Croatian Dubrovnik purchased it from Ottoman merchants to place it on display in their monastery. The hand was retrieved by Maria Theresa in 1771, and brought back to Buda. The Catholic church celebrates our first king on 20th August every year with a procession devoted to the hand.

This religious event was not acceptable during the Communist era, although the dictatorship did not seek to fully eradicate it either. Initially, it was named "New Bread Day", then renamed "Constitution Day" as the establishment of the first socialist state was scheduled for the same day. Between 1949 and 1989, 20th August was celebrated as Constitution Day. When the wind of change swept through the country, this day regained its old glory and fame. The first free modern Hungarian parliament decided to make this day an official national holiday in Hungary on 5th March, 1991.



23RD OCTOBER



In the wake of the Stalinist dictatorship led by Mátyás Rákosi between 1949 and 1953, Prime Minister Imre Nagy introduced a more relaxed era, however, the Moscow supporters previously in control were eager to put it to an end as soon as possible. During these “relaxed” years, however, several organisations were established or reestablished to support the reforms. Some reform initiatives surfaced in the summer of 1956 in Poland which resulted in the Russians threatening the Polish state. Hearing the news from Poland, Hungarian university students organised a street protest for 23rd October held by the statue of József Bem, a key freedom fighter highly respected in both countries. Protesters cut out the hated “Rákosi coats-of-arms” from their flags, and thus the well-known symbol of the Hungarian revolution was born. The crowd walked to the Parliament where they demanded the appearance of the reformist Prime Minister, Imre Nagy. He held a speech, however, it was disappointing for many and thus the crowd moved over to the Hungarian Radio building to announce their own requests themselves.

It was there that the first shots were exchanged between protesters and the state police. The following day witnessed a massive Soviet offensive carried out by troops stationed around the city. Having heard news of the events, Imre Nagy established a new government, and initiated discussions with the Soviet Union about Hungarian independence. The Soviets seemingly accepted the request for talks, and withdrew their troops from Budapest, however, in

the meantime, more troops were directed to the country.

The Russian monument was knocked down in Tata on 26th October, prisoners were freed from the court building, and protesters occupied the police headquarters. Unfortunately, a special squad arrived and opened fire, killing three of them and wounding two. On the following day, young miners joined the protesters, and drove to the military barracks near the town in Baj to ask military

personnel to give them guns. The soldiers stationed there, however, not only refused their request, but opened fire on the truck driving away. Eight people were killed in this incident.

The Soviet army launched a general offensive on 4th November. This move was considered by the Hungarian government as an act of aggression, and it requested the assistance of UN peacekeeping forces. Regrettably, UN troops never arrived. Armed protesters managed to hold major locations for a number of days, however, by 11th November, all opposition outposts were brought under control.

During the years to come, more than 200,000 Hungarians fled the country in fear of retaliation and oppression, and nearly 400 people were given the death sentence, with a further 35,000 imprisoned.

The third Hungarian republic was proclaimed on the anniversary of the revolution in 1989. This event marked the end of the forty-year communist rule of the country.

CSABA SCHMIDTMAYER AND
RICHÁRD SCHMIDTMAYER



OUR MAJOR EVENTS OF THE YEAR...

Besides our unparalleled natural treasures, there are many cultural events and major festivals each year to attract visitors from all over the country and abroad.

The numerous events attracting hundreds of thousands of people include the Tatai Patara, Tatai Sokadalom, Water, Music and Flower Festival, Baroque Festival, International Music Master Course, Old Lake Fishermen's Festival and Wild Goose Festival.

TATAI PATARA

The major summer events in Tata are always opened by the Tatai Patara Turkish Era Historical Festival, held at the end of May. This event is one of Europe's most prestigious 16th century festivals, with a vast array of international re-enactment groups from Poland, the Czech Republic, Germany, Belgium, Slovakia, Russia and Hungary. The festival is based on historical fact. By the middle of the 16th century, the expansion of the Ottoman empire had become utterly

unstoppable and so the castle of Tata became an important site in the never-ending battles. One of the most important sieges took place on 23 May, 1597, when Count Miklós Pálffy, using a unique trick and a novel weapon – the patara, retook the castle. The festival takes its name from this special weapon, a new invention at that time, which is sometimes called the “petarda”. The Count used this explosive “wonder weapon” of the age to blast the main gate of the castle. This spectacular event evokes numerous aspects of medieval life,

for example, re-enactment groups annually retake the castle using replica siege weapons and tools. Participants use battering rams and contemporary weapons, and rampage camps to show how savagely battles were fought hundreds of years ago. The event is a perfect occasion for us all to have an insight into the various more peaceful aspects of medieval life too, as event-goers can taste medieval food and drinks, and check out the clothing and fashions of the Renaissance era.



TATAI SOKADALOM

When the battle cries and the clash of weapons have died down, it is time to remember those magnificent fairs once held in the town. This special event, packed with family programmes, has been held in the town every June, in the English Park, since 2000. The term itself “sokadalom”, refers to large, nationwide fairs. The event aims to recreate these remarkable cultural and community happenings by providing a vast array of programmes, folk art products and

a range of similar options to choose from. The festival intends to foster folk traditions by using modern art, and to pass on old traditions and culture to the present and the future. It is hard to list the whole programme of this remarkable event. There are folk dancers, arts and craftsmen, traditional Hungarian food and drinks, archery practice, group dances, flag turners and baranta, puppet shows, midsummer night’s fires – all organised by the Kenderke Folk Dance Group of Tata.



WATER, MUSIC AND FLOWER FESTIVAL

Rather than the past, our next event focuses on the present, in the middle of summer. This outstanding event is called the “Water, Music and Flower Festival”. Based on Magyar Turizmus Zrt’s statistics, it is one of the largest and most popular events in Tata and the Central Transdanubian region. It also ranks among the ten most popular events in the whole country. The festival has taken place on the last weekend of June since 1994. This three-day festival hosts nearly two hundred music shows, exhibitions, cultural, sports and children’s programmes. The event is traditionally accompanied by an arts and crafts fair, fireworks and an air show. The event’s slogan: “Family Festival in Tata” – refers to the fact that practically all generations can enjoy the event in a safe and civilised manner. The primary aim of the organisers is to reshape the town’s image, foster twin town relations, popularise minority cultures and introduce the region’s cultural life.



BAROQUE FESTIVAL AND INTERNATIONAL MUSIC MASTER CLASS

The 16th Baroque Festival was organised in August 2015. The event's main objective was to introduce Tata's unique natural features, baroque buildings and churches to the wider public, and to highlight the town's important artistic features. The Ervin Schiffer International Music Master Class is closely connected to the festival. Young musicians from all over the world had studied chamber and solo music skills in the Swiss town of Morges for 20 years, but the course was later relocated to Tata, where teaching and learning can continue uninterrupted, at the same standard. The master course has so far seen eight successful years in the town of music and water. It is a landmark achievement that six young musicians from Tata could enrol at foreign music universities. A student from as far away as Argentina participated in the 2015 course. Over the last 9 years of the course, more than 200 students, representing 20 countries, have attended the course. The Master Class and the Baroque Festival represent an unbeatable combination as the baroque events give ample possibilities for the students to perform.



TATA WILD GOOSE FESTIVAL

Nearing the end of the year, nature takes a central role in our key event. The Tata Wild Goose Festival event was organised for the 15th time on the last weekend of November in 2015. The background to the event is still the 22 hectare Old Lake in Tata, which at nearly 700 years old, is the oldest Hungarian artificial fishing lake. Wild geese coming from the remote Eurasian tundra found a safe resting place here centuries ago. They return every November to spend the winter here, and at the end of February or the beginning of March, embark on the northbound journey to their nesting places. It is a spectacular event for all nature lovers to see tens of thousands of the birds gathered together at once. To honour the wild geese, a festival is organised every November by the county's nature enthusiasts. Event attendees have a chance to use telescopes to watch the birds. It is a unique event for all, as these birds are rather shy and hard to spot. Our ornithology expert, Zoltán Orbán, introduces the events on a projector, and provides insight into the birds' lives by narrating their arrival and departure. Bird ringing sessions are available several times for the public.

In addition, the event has a wide range of programmes to interest visitors, for instance, all kinds of presentations, shows, publications, live animal shows, ecotourism trek offers, environmental protection consulting, NGO stands, telescopes and manual binoculars. Local farmers put on offer their own, home-made products.

The special events in 2015 were understandably popular. We are glad to announce that the events will continue into 2016. Our rich natural environment, as well as historical sites and buildings, enable us to provide safe, family and child-friendly fun for our visitors.

ÁGNES BARBARA ÁBRAHÁM



OLD LAKE FISHERMEN'S FESTIVAL

The festival season continues in autumn with the Old Lake Fishermen's Festival. The name of the event appeared in the news as early as the 1900s. This surprisingly early appearance clearly shows the importance of this event. The festival and the "casting of nets" have always been at the focus of attention. The net casting has become a real community event, and this tradition has been revived since 2001. Despite the very inclement weather, the festival was held last year on a weekend in

October around the castle and on the Esterházy promenade. One of the highlights of the event was the early morning fishing, in which a 400 metre-long net was cast into the lake. Several fish cooking champions were present at the festival. They prepared local specialities, but traditional fish dishes were also available. The popular net casting event ensures a perfect opportunity to show Old Lake-related information, natural and environmental protection values and skills, and provides the basis to introduce old fishing practices and equipment.





SECONDARY SCHOOL EDUCATION IN TATA CELEBRATED ITS JUBILEE IN 2015

Tata is a traditional school town. We have four primary schools, six secondary schools and two other institutions offering special art education at a high level. Last year, a number of our institutions celebrated a nice anniversary.

Jázmin School celebrated its 50th anniversary in 2015. The school's pupils prepared a grand gala show for the occasion in which all pupils took part. Since its foundation, the Jázmin School has been the sole institution in our town at which only junior pupils study. The school has seen tremendous changes over the past 50 years. While the interior of the building and the courtyard have changed a lot and become more at-

tractive, the aims of the teaching and education efforts have remained the same: to ensure pupils have happy and balanced childhood years with lots of experiences. A new playground was opened in the courtyard of Jázmin School in the summer, which was built with the support of the Tata group of the Hungarian Maltese Charity Service. The budget for this year contains the funds for continuing with this project and, as a result, new play equipment will be installed for older children as well. The playground awaits the children after school as well as during vacation time under the supervision of professionals.

The János Vaszary Primary School,

which is the largest elementary education institution in Tata and the county, also celebrated a round number anniversary, 110 in 2015. The school offers a wide range of learning opportunities including a number of extracurricular activities for its pupils. Since October 2009, an accredited Talent Point has operated in the school, which is designed to identify promising talents in and around the town, helping them develop their abilities as part of a national network. Vaszary School celebrated the 110th anniversary of its foundation with a several day-long series of events, including both sports and cultural programmes for an entire week. Current and former students, teachers, parents and partner organisations came together to celebrate the occasion.

Secondary education also has a rich history in our town since in 2015 it was 250 years ago that the Piarists launched such teaching in Tata. This nice jubilee was celebrated at the József Eötvös Grammar School, where the Piarist ancestors once laid down the foundations of education and development. The school compiled a series of programmes



New science laboratory of József Eötvös Grammar School



Jázmin School

to celebrate the anniversary, which spanned the whole of last year. They organised a meeting for talented students, an exhibition, a gala show and a festival, as well as the presentation of a new yearbook. Another important event in 2015 was the completion of the Öveges Programme in the institution. Thanks to this project, the science laboratory of the institution has been renovated and it has also become possible to make significant progress in the teaching of physics, chemistry, biology and geography both in terms of methodology and teaching equipment. The goal of the Öveges Programme was to es-

tablish a network of advanced and high-level demonstration in the natural sciences. A total of HUF 258 million was invested in the project, creating a science lab in Tata that meets the needs of the 21st century and prepares the students, among other things, to be able to meet the challenges of higher education. In addition, the project included numerous conferences, professional days and academic competitions. Over 700 students had a chance to use the new lab in the 2014/15 academic year.

ÁGNES BARBARA ÁBRAHÁM

József Öveges (1895–1979) was a Piarist monk, priest and teacher, whose name is borne by a number of primary and secondary schools in the country. He studied mathematics and physics at Péter Pázmány University as a Piarist teacher candidate. He earned his teacher's degree with honours in 1919. He taught in Tata from 1922 to 1924 and later from 1930 to 1940. His books, articles and numerous lectures delivered on radio and television helped popularise physics. He taught children how to study, published numerous books and articles and took part in the popularisation of the natural sciences. His work was known and appreciated by many, which was in part due to the fact that from 1958 he worked as the editor-in-chief of the 100 Questions show broadcast by Hungarian Television and also gave a total of 256 lectures on Hungarian Radio. He was a member of the National Board of the Society for the Dissemination of Scientific Knowledge for over 30 years. He suffered a fatal stroke when demonstrating an experiment in Budapest. His memory is marked by a bust on the shore of the Old Lake (made by Béla Tóth), a marble memorial plaque on the wall of József Eötvös Grammar School and a national mathematics and physics competition organised every year. He is buried in the old cemetery in Zalaegerszeg.

Did you know that...

the Old Lake is a wetland of international importance under the Ramsar Convention where more than 230 bird species have been spotted so far?



János Vaszary Primary School



TRADITIONS ARE FOSTERED AND SAFEGUARDED

At the beginning of the 1980s, a devoted and talented teacher from Fazekas Utca Primary School, Mrs Lajos Kun, presented the foundations of folk arts by introducing music students to the world of folk music. Her popular classes later developed into a folk dance club, an arts school and a special foundation. Her daughter, Ms Katalin Kun, her granddaughter, Ms Emőke Farkas and a number of other enthusiastic colleagues have been carefully fostering, guarding and passing on our folk traditions since then. Kenderke Basic Arts School has successfully developed a unique programme called “Fűrész 4D”. Following negotiations with Károly Esterházy College, the programme will be introduced into teacher training. The great-granddaughter, Bogi, will be able to familiarise herself with our rich folk arts. Their history is more than just about the family. It wouldn't be excessive to say that Kenderke is the history of all Tata people.

Our ancestors used tree rings to keep track of time, and gathered a lot of experiences over the years. This experience, as well as our traditions, are important parts of our lives. There was always something to do, somebody to work for.

It is no different at Kenderke – more than 3,500 children and adults have experienced folk culture and traditions over nearly 35 years under the auspices of this unique group. The group has undoubtedly become a key factor in town life. Once the special “Fűrész 4D” programme has been included in teacher training, thousands of kids will be able to experience exercises and teaching aimed at maintaining traditions.

DANCERS IN TATA AND ALL OVER THE WORLD

It is nearly impossible to recall a town event at which its students weren't present. Last year they participated in a festival organised by the 110-year-old János Vaszary Primary School, at the March 15th event, and at a show organised at the Zoltán Magyary Cultural Centre, as

well as organising the Tatai Sokadalom (a folk arts festival) for the 16th time.

The standards are pretty high, as dancers and teachers have received a number of awards, for instance, for choreography, dance contests, anthologies and festivals. The teachers (Emőke Farkas, Réka Kánya, Éva Dózsa, Mrs Judit Gyenisze Huli, István Jocha, András Jakab, Béla Imre and Bence Pálházy) are dedicated to teaching old dance tricks and moves to new generations. The teaching courses also familiarise children with the history, geography of the Carpathian Basin, the history of the Hungarian people, our folk traditions, symbols, crafts, etc. The time spent at the school is of benefit to all. The teachers regularly organise trips or “training camps” and all kinds of programmes for the children, introduce season-related dances, organise dance sessions and arts&crafts courses.

Kenderke students have always held their own at international level as well. In the spring, the group performed in our twin town, Sovata, however, they are well-known in Paris, by Lake Como, in Bratislava, Gerlingen and Szőgyén as well, just to name a few.

Children between kindergarten age and 18 years attend Kenderke sessions in more than twenty groups. The classes teach participants to master unique moves and regional features as well as to use the moves freely. Graduate students set up the Tata Dance Group seven years ago, which is still growing as more students complete the twelve years at the school, but still want to continue folk dancing. Older dancers can take part in the special group composed of parents called the “Old Crows”.

PROGRESS AND TRADITIONS

As Gustav Mahler once said, maintaining traditions is not about guarding the ashes but rather passing on the fire. This approach can clearly be seen in Kenderke’s main philosophy and its everyday activities. Folk art comes to life at the school. Using tunes, words and folk art features, arts become a living thing. Traditions are important as they guide us through our everyday lives and help us define our identity, patriotism and



place in the world.

Someone with roots can more easily find a new home. Kenderke has been continuously listening to the wind of change, which has led the group to always be ready to adapt. The core activity is still teaching folk dance and music, however, the portfolio has been extended with some new elements. To mention but a few, modern dances or playing the trombone. Modern dance has become a separate faculty after nearly two decades of courses. Groups have so far won several awards at the Sára Berczik Memorial Contest. The groups are instructed by Sára Berczik Award winner Ms Andrea Békés. Since 2012, the folk dancers have been receiving preparatory dance gymnastics training. Their Kocsi utca Dance Hall is open to adults wanting to dance every Monday.

In 2014, co-operation with the Reformed Church Grammar School was launched to start teaching dances. Mr József Pinezits helps kids master popular dance moves and dances in varied styles.

Trombone teaching started last year, and the Fűrész sessions often use wind instruments, for instance, the Transdanubian recorder. The use of this instrument is taught by Norbert Bánáti. Children can learn to play the double bass, folk violin, zither and kontra, while those wishing to sing can also perfect their skills during singing classes.

FOLK ART FOR DEVELOPMENT

Kenderke Basic Arts School and Tata local government organised a joint conference last year entitled “Intent and reality”. The confer-

ence focused on the place and situation of basic level art teaching in public education. Károly Eszterházy College and the town of Tata, as well as the College and Kenderke Basic Arts School signed agreements following the conference. The basis of the agreement is the “Fűrész 4D” programme which will soon be integrated into teacher training.

ANNAMÁRIA SZŰR

“FÜRÉSZ 4D” PROGRAMME

“Fűrész 4D” is our own development. It has been a part of Kenderke’s training portfolio since 2012: the programme is based on folk art features and sources, and aims to provide complex arts training in all four arts types. The courses are made up of the following modules: folk games, drama plays, arts and craft sessions, learning to play the recorder by ear. Simultaneous development of both hemispheres of the brain is assisted by developing these skills and abilities.





TATA MILITARY BAND TURNED TEN THIS YEAR

Tata Military Band is the youngest of its kind in Hungary. With 26 members, the band celebrated its tenth birthday this year. Previously there were other bands in Tata as military units and personnel have been present in the town for more than 120 years. Between 1970 and 1989, a band from Aszód operated in the city, but together with other groups, in the wake of army structural reforms, this group was also disbanded at the beginning of the nineties. Of the initial 20 bands, approximately 10 bands have remained nationwide. The decision to re-establish the Tata military band was taken at the start of the 2000s. It was seen as a question of prestige as the György Klapka Artillery Detachment No. 25 and István Bocskai Artillery Detachment No. 5 are the biggest and strongest units of the Hungarian army.

In 2004, Ret. Capt. Tibor Hoffer, former section leader of the Budapest central band, was assigned the task of rebuilding the band in Tata. The band was established in September

2004, and member recruitment began immediately. The first sixteen musicians enlisted on 16 February 2005. Apart from two professional soldiers, all of them were civilians: musicians, teachers, etc. with college and university backgrounds. After spending half a year in the army, these civilian artists participated in a six week-long basic military training in which they learnt basic skills, shooting and fighting skills.

The real work started in September 2005. They have been very successful since then. In the past ten years, they have issued ten CDs, each of which represents a major milestone in the band's life. The band has received two major prizes so far: In 2010, the band was awarded the County Prima prize, and in 2014, they were given the Golden Pro Tata Prize. Major Attila Balázs, the chief conductor, believes that their success in such a short time can be attributed to a number of factors: – On the one hand, we have been lucky, and on the other, careful selection of musicians

and a clear concept as the basis for our work, which we insist upon. All would-be members are tested beforehand, and always the best and most talented applicants are selected, as an experienced group constitutes a solid base for effective work. A key criterion in recruitment is to ensure that the range of instruments makes it possible to play all kinds of music at a professional level based on the members' knowledge and experience. Of course, some members have already left, their places having been taken by new people. Of the initial 2005 group, seven members are still playing in the band.

Military bands fulfil a special dual role: they provide services for both the military and civilian spheres. Band members spend half of the day in the barracks, then some of them do other work: teaching music or singing, in elementary level education institutions in Tata and the surrounding villages.

Tata Military Band plays a surprisingly wide variety of music. A major

difference compared to other bands is that they play a lot of music with folk elements. The conductor plays a key role in formulating the band's repertoire, with his consistent contribution considered to be essential to the band's success. He claims that Hungarian folk elements should play a significant role in wind instrument music as well, as such elements make Hungarian music different from that of other nations. Several folk song remakes are played by the band each year, based on Kodály's collection entitled Hungarian Folk Music. Hungarian folk music has become a trademark of the band, and they feature folk songs and remakes in their leading show. As a culmination of this concept, on 12 September, in Martonvásár, on Hungarian Folk Music Day, the band played some folk songs from their repertoire to an audience hundreds of people strong. In 2010, their remake of *Kis kece lányom* was highly successful. Female band members danced while men played the instruments. The Hungarian shows performed by the band are popular in other countries as well. One of the band's pivotal events was the 2007 International Military Pilgrimage to Lourdes, where the band played background music for the VIP reception. They, of course, played Hungarian tunes. When they played a Hungarian folk song, *Tavaszi szél vizet áraszt*, the commander-in-chief of Congo started singing along with them. It turned out that he had attended Zrínyi University for four years, and the song had long remained in his memory.

Apart from international head of

state receptions, the band has received all sorts of service assignments. They have played at international festivals three times so far. One of the band's most important features is their reliability. The audience always gets what it expects. The band plays sacral music at church concerts, mourning music on 4 November (the day the Soviet troops invaded Hungary in 1956), Bruno Mars at military band festivals, and funny tunes at Epiphany. In selecting the music played, the band considers it necessary to keep abreast of the times, to listen to the world and to stay up-to-date.

The always try to give their best. Every show they give is different, as don't usually repeat the same work within a short period; it usually takes years to get round to playing the same tune, and even if they play the same melody, they do it in a referential manner. Their job description

clearly states that their main profile incorporates cultural mediation and maintenance of traditions, however, the formation of taste is also important to them, as only a well-formulated taste can serve as a solid basis for common values. The band plays the kind of music the audience wants to hear: entertaining, classical or folk music. However, within these limits, the band wants to preserve the right to select exactly what music to play. Major Attila Balázs meticulously constructs each concert, and adds comments to the music played. He writes his comments for each work beforehand to show the audience what artistic approach was used to structure the concert, and why particular works were selected. In doing so, he aims to trigger thoughts in the audience.

ÁGNES BODONOVICH PÁLL





TATA TV – THE TOWN’S OWN TELEVISION STATION

Tata TV can now be viewed in 17 towns and villages and through our Internet portal (www.tata.hu) from anywhere in the world. Operating as a public foundation, Tata TV was founded in 1990 with a staff of three. The foundation and its operation are supervised by a board of 6 members, which also lays down the guidelines for the channel’s work.

The decision to found the television station was made in December 1989 at the last committee meeting. At that time, the first programmes were made with technical equipment borrowed from a neighbouring town. Today the various programmes are made in a studio equipped with the most advanced digital technology, and the station broadcasts its own one hour-long public service programme every day. After Tata News (Tatai Híradó), which begins at 8pm every evening, the programme Browser (Tallózó) gives an overview of the most important events of the past week every Monday. Tuesday’s programming features a weekly sports summary, whilst Wednesday is devoted to a magazine show which discusses in detail the events of the week that may be of interest of the public. Every Thursday is for politics and public life: the editor-in-chief talks with invited guests about the current situation in the town in the show entitled Public Life Roundtable (Közéleti Kerekasztal). On Fridays, Filmed History (Filmmúlt) gives an overview of the various programmes

broadcast by the channel in earlier years.

Since 1993, there have been significant operational and organisational changes at the town’s television station. One key change is that it has been working as an independently-managed municipal organisation. Tata Television was given the “Local Value Award” and the “Audience Award” in the Millennium year, and in 2002 it was given the “Local Value” regional television station award in Hungary. Effective as of 16 November 2000, the National Radio and Televi-

sion Board declared the Tata Television Public Foundation to be a public service broadcaster.

The town’s television station plays an important role in the life of those living here by accelerating information flow and making it more effective, mediating between the institutions and town residents and bringing the highlights of Tata’s bustling life to their homes. As a result, its community building role has made it one of the local people’s favourite channels over the years.

ÁGNES BARBARA ÁBRAHÁM





Reception for the young swimmers from Gerlingen at the Town Hall

TATA AND ITS TWIN TOWNS

ABOUT TOWN TWINNING

Throughout history, there have always been relationships between European towns based on economic, political or cultural grounds. Town twinning, as we know it today, first started immediately after World War II – to heal the wounds of the war and build bridges between citizens of different nations. It had become apparent that a united Europe and peace could not be established without the involvement of local governments and the active participation of citizens.

Twin town relations are basically formed on the initiative of the civil sector and citizens, and although the formal co-operation is established by the municipal councils of the local governments, only those relations prove to be viable and produce results in which the population, institutions and civil organisations, or, in certain cases, representatives of the business sector participate actively, and really feel involved.

In the spirit of town twinning, from the time of the official conclusion of the twin town agreement, each of the

above mentioned parties has acted in this field equally and based on its intentions and opportunities. The local government is only the first among the equal parties and in this capacity is trying to harmonise – and, based on its means, support – the various efforts.

The Council of European Municipalities and Regions monitors the number of twin town agreements between European municipalities and local governments. Adding up all the relations of each country, the current number of twin town agreements stands at approximately 40,000. However, as each agreement requires at least two partners, it is likely that there are currently approximately 20,000 twin town agreements in Europe. We would like to note as a matter of interest that, according to 2010 data from twinning.org, the website of the Council, Hungary was the second most active country in Europe in terms of the number of new relations established per number of inhabitants (Estonia was the first in this regard). With its 9 twin town agreements, Tata with its population of 24,000, significantly exceeds the

mean average of approximately 1.7 relations per 10,000 people in Hungary.

TWIN TOWN RELATIONS FORMED BY TATA

The history of Tata's town twinning began in 1985 when the Town Council decided to develop co-operation with Alkmaar, in the Netherlands. As far as we know, this was the first twin town relationship between a Hungarian and a Dutch municipality. Barely two years later, in 1987, the municipal council established a twin town friendship with Gerlingen, in Germany. Today, these first steps that our town took in the "international arena" are clearly viewed as a political opening up, the first sign of the later political changes – despite the fact that the conclusion and evolution of these relations were strictly controlled by the socialist system.

After 1990, twin town relations significantly facilitated the opening up of Central and Eastern European countries towards the west, making it possible for local people to become familiar with the citizens of Western

European countries, thus ultimately promoting the expansion of the European Union. As part of this process, our existing twin town relations became stronger and the first freely elected council of our town concluded an agreement with two new municipalities: in 1993, with Dammarie-lès-Lys in France and in 1994, with Arenzano in Italy. At the Millennium in 2000, we successfully developed a "twin town triangle." We established a formal relationship with Montebelluna, the Italian twin town of Dammarie-lès-Lys. In 2004, our twin town agreement with Pińczów in Poland became official.

Our twin town alliances with Alkmaar, Gerlingen, Dammarie-lès-Lys, Arenzano, Montebelluna and Pińczów were driven by recognition of the need for understanding, mutual respect and co-operation between European countries with different languages, culture, history and traditions. Our common history, language, culture, traditions and, last but not least, the responsibility we felt for Hungarians living outside our borders drove us to develop twin town relations with Szőgyén (Svodín, Slovakia), Szováta (Sovata, Romania) and Magyarkanizsa (Kanjizsa, Serbia) (in 1997, 2002, and 2012). (As is known, pursuant to the Paris peace treaties after World War I in 1920, Hungary lost more than two-thirds of its area and more than half of its population. Szőgyén, Szováta and Magyarkanizsa also ended up outside our borders at that time, as a result of the Treaty of Trianon, signed at the Grand Trianon Palace in the Palace of Versailles.)

In 2005, within the framework of cooperation between the "Visegrad Four" (Hungary, Slovakia, the Czech Republic and Poland), at a conference organised in our town, the mayors of Tata, Szőgyén, Pińczów and Bystřice nad Olší in the Czech Republic signed an agreement to support efforts to develop relations between municipalities and subregions by working as initiators and coordinators. In this way, our town also became engaged in the co-operation of "the Visegrad Four." In the same year, the conclusion of a twin town agreement with Szőgyén and Pińczów meant that a new twin town relationship between three municipalities was established which also included our town.

THE BACKGROUND TO A PRESTIGIOUS AWARD – IN FIGURES

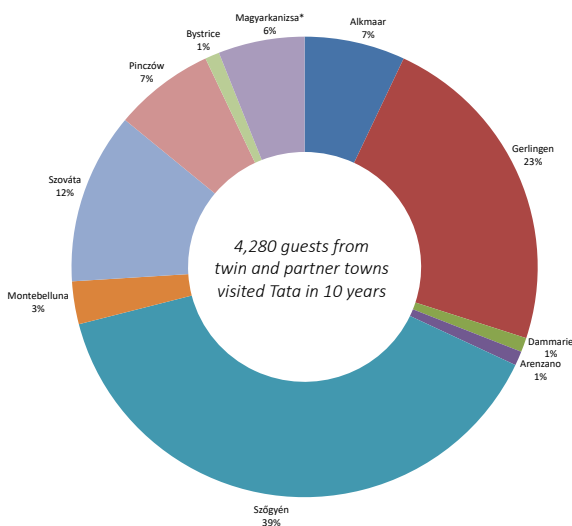
In 2013, the Europe Prize of the Parliamentary Assembly of the Council of Europe in Strasbourg was shared between Tata and Altötting, in Germany. This prestigious award (which is actually the final step in a four-step recognition system) is given each year to the municipalities that are most active in promoting the European ideal. The official press release of the Europe Prize stated: "The town of Tata, located in Komárom-Esztergom county, has developed an expanded and diverse exchange network with its 9 twin towns. The more than 60 events organised in 2012 enabled many cultural, sports and educational exchanges, which made Tata the model for the promotion of the European ideal at local level in Hungary."

Indeed, the twin town activity of the various communities of our town can also be expressed in figures. Looking at the data for recent years, we can say that various delegations and groups of varying sizes from our twin and partner towns have visited Tata on 30-40 occasions annually, and there have been 20-30 opportunities for the citizens of Tata to visit one of our twin or partner towns. In the last 10 years, a total of more than 600 meetings have been held between the citizens of Tata and people living in our twin and partner towns. We should note that as a result of the two agreements concluded between three towns and the Visegrad Four co-operation, we often meet the representatives of one of our twin towns in a third country, in one of our common twin or partner towns. In the last years, a total of approximately 800-1,000 people participated in the "town twinning movement," in terms of departures and arrivals.

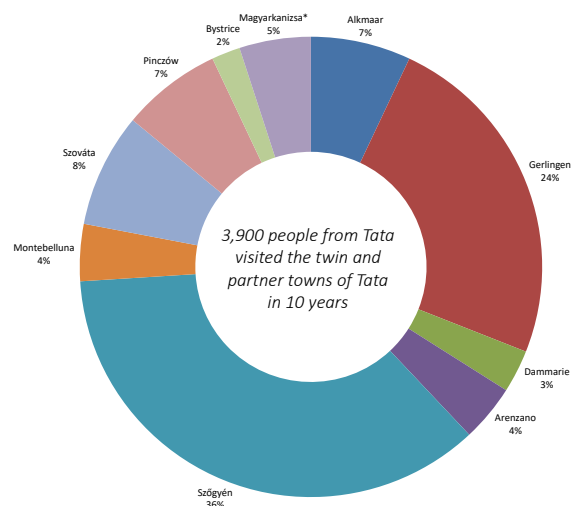
Considering the data on participants in the last 10 years, the following conclusions can be drawn about the extent of involvement of each twin and partner town that participated in this "movement of people" (taking into account that Magyarkanizsa has only been our twin town since 2012, and that we only concluded a Visegrad co-operation and not a twin town agreement with Bystřice).

We can conclude that between 2006 and 2015, approximately every third visitor came from Szőgyén and every fourth from Gerlingen, and similarly every third person from Tata who visited one of our twin

Distribution of visitors who came to Tata from twin and partner towns per town 2006-2015



Distribution of people from Tata who visited the twin and partner towns per destination 2006-2015



towns travelled to Szőgyén and every fourth to Gerlingen.

WHAT CAN'T BE SAID IN FIGURES

Thus it is obvious which towns are at the forefront among our twin towns: Szőgyén and Gerlingen are the municipalities from which visitors arrive the most often and to which people from Tata travel the most frequently. There is also no doubt that the more people actively participate in a connection, the better it is. However, we think that it is important to note that the value and usefulness of a twin town relationship should not only be judged on the basis of numbers. Here are some examples of what Tata, its citizens and those living in neighbouring areas gained from our "least active" twin town relations – at least in terms of the number of participants:

Jean-Claude Mignon, the former mayor of Dammarie-lès-Lys, who was once President of the Parliamentary Assembly of the Council of Europe, drew our attention to the Europe Prize application system in 1998 and helped us take our first steps in the four-stage journey that led to winning the award.

An event in Dammarie-lès-lys in January 2007 drew the attention of the leaders of Tata to UNICEF's Child Friendly Cities initiative, which the municipal council of the local government of Tata joined one year later, in early 2008. In the Tata Child-friendly town annual action plans, the "children's public hearing," which is held in the autumn and has been included in the action plans from the beginning, was inspired by the "children's parliament" of Dammarie-lès-lys.

The Cart-pushing Festival, a traditional event in the municipality of Kocs, is based on Montebelluna's cart-pushing competition, the "palio." At Pentecost in 1998, in a large-scale twin town event in Tata, the local government officials of Kocs met and consulted with the officials of Montebelluna, who took part in the event only as "cousins", as the representatives of Dammarie-lès-Lys's Italian twin town. The first cart-pushing event was staged in Kocs in 1999, while the twin town agreement between Tata and Montebelluna was officially concluded in 2000. The cart-pushers of Kocs, Mon-



15th mother tongue competition

tebelluna and Tata regularly compare their strength and speed in the cart-pushing competitions in Italy and Hungary.

Arenzano's "Mare e monti" ("Sea and mountains") sports event which is held early autumn was added to the official events list of the International Marching League in 2001. And although people from Tata had already visited the most prominent sports event of its Ligurian twin town in the previous years, the chefs of Tata were first invited to Arenzano in the same year, in 2001. The "goulash ungherese" which is made from raw materials brought by the Italian organisers and based on a Hungarian recipe has been a great success for one-and-a-half decades among the sportsmen who arrive to participate in the march from all over the world as well as among locals, as, since 2001, the "master chefs" of Tata visit the Mare e monti each year, whether they are restaurant chefs, nursery chefs or simply very talented "amateurs."

THE MOST REMARKABLE EVENTS OF A MEMORABLE YEAR

In 2015, the town marked 30 years since it established its first twin town relationship. The three decade-long history which has recently been crowned with the Europe Prize encourages us to continue the good traditions and develop innovations. Among the 2015 twin town events, there are examples both of preserving our traditions and innovation.

Every year since 2001, our local government has also supported the

students of the Hungarian minority elementary school in Szőgyén by organising a history and Hungarian language competition to provide students with a deeper knowledge of our national cultural heritage. The competition in April 2015 was already the 15th in a row. At the end of term ceremony of the Lajos Csongrády Hungarian Language Primary School, our local government awarded the students who achieved the best results with valuable Hungarian-language book packages (worth 10,000 forints each) for the fifth time already: 3 lower and 3 upper elementary school students. In August, we welcomed the most outstanding students of the Primary School at Fényes Fürdő (30 people in total) for a 5-day long holiday. This year, for the sixth time, our local government participated in the enrolment programme in Felvidék (Upper Hungary) of the Rákóczi Association which encourages Hungarian minority families to send their children to Hungarian minority schools. Our financial support of 170,000 forints helped 17 children from Szőgyén with the start of the school term this year.

In 2010, the Day of National Unity on 4 June was inaugurated by the Hungarian parliament to remember the anniversary of the Treaty of Versailles which ended World War I. On that day, commemorations were held again with the participation of the representatives of our cross-border Hungarian twin towns. Our guests took part in the town ceremony and also visited the school events in Tata. We set up a cross on Mindszenty tér

in memory of the Hungarian families who were forced to leave their hometown, Szőgyén following World War II. (As part of the Czechoslovak-Hungarian population exchange, 135 Hungarian families from Szőgyén were relocated to Hungary. A significant part of these families were relocated to the surrounding area of Tata, many of whom later moved to Tata.) The original of the corpus of the cross was brought across the border by a displaced family from Szőgyén. An identical cross was inaugurated in Szőgyén in July. Our local government contributed to the revenue of the charity performance on the Day of National Unity to round it to 500,000 forints which was then allocated to the

aim of this camping is to increase the sense of belonging to a nation and common culture – built on the openness of children to the arts. Young people (6 from each municipality) attended the fine arts and crafts classes which were held by artists and craftsmen from Tata and its twin towns. The programme was enriched with sightseeing, a boat trip and literature games and was closed with a joint exhibition.

In June, we inaugurated the glass book of twin towns in the Twin Towns' Park. This special work of public art was created by Dorka Borbás, applied artist, and was financially supported by the National Cultural Fund. Brief information about our twin

Did you know that...

Tata is also a district centre and that the Tata District consists of the town of Tata and 9 villages with a total population of almost 39,000?

Mariánum-Tündérkert Spiritual and Cultural Centre and the Zoltán Kodály Educational Centre. Following the events in Tata, we organised together with the town students' council the 5th Tata-Szőgyén youth cycling tour.

For the 13th time we held our talent nurturing arts camp in August with the participation of children and young people from Tata, Szőgyén, Szováta and Magyarakanizsa. As a result of our application to the Gábor Bethlen Fund and the funds we received, dispersed Chango children from Pusztina could also participate in the camping this year. The

towns is

included in the pages of the book.

Also in June, Tata participated with its most outstanding 12-15-year old athletes in the large-scale International Children's Games in Alkmaar. The Alkmaars Uitwisselings Comité, the twin town committee of Alkmaar, undertook to finance the substantial travel costs of the 24-strong delegation from Tata. The members of the committee welcomed in Alkmaar the winners of the secondary school twin town competition in Tata which focused on The Netherlands and Alkmaar in 2015 and has been organised by our local government every year



30 years of town twinning between Tata and Alkmaar

since 2000, with a different theme each year.

We commemorated the 30th anniversary of the conclusion of the twin town agreement between Tata and Alkmaar on the weekend of the "Minimarathon", including the most Dutch runners ever, 19 people in all. The "Minimarathon" was also successful in 2015: for the 32nd time, the 13 km-long race saw a total of 110 visitors from our twin towns come to Tata. Beside the runners from Alkmaar, there were participants from Gerlingen, Szőgyén, Szováta, Pińczów, Magyarakanizsa and – for the first time in the competition's history – Dammarie-lès-Lys.

In 2015, we were very pleased to note that the relations between Tata and Bystřice have noticeably increased. In May, the mayors and institution heads of the Tata subregion made a study trip to our Czech partner municipality which took place in a very good atmosphere and gave much food for thought, while, in the beginning of October, it was the children's turn: The local government of Bystřice organised a youth meeting for the upper elementary students of its Visegrad partners which focused on the environment and healthy lifestyle and in which young people from Tata also took part. This meeting was held on the 10th anniversary of the Visegrád co-operation between Bystřice, Pińczów, Szőgyén and Tata. The organisation of the joint commemoration of the jubilee was un-



Inauguration of the Glass Book

dertaken by the local government of Pińczów, with the event held in our Polish twin town in early July.

Following a long preparation, with the grant from the European Union's "Erasmus+" programme, we organised a five day-long international youth meeting, named the "Friendship builders," in Tata with the participation of 8 secondary school students from Dammarie-lès-lys and 8 from Tata. Since the beginning of our relationship, this was the first time that a several-day long, intensive meeting could take place between young people from Tata and Dammarie-lès-lys. The meeting went well and exceeded our expectations despite the fact that the social, cultural and family background of the participating teams differed significantly. Our French friends promised to invite young people from Tata to a similar meeting in Dammarie in autumn 2016 – if their application is successful.

An exhibition by mouth painter, Szonja Szabó, was opened in the town hall of Gerlingen at the end of November. The organisers linked the opening of the exhibition with the Kathreintanz, a music and dance event, in which Kenderke Tatai Szarkalábak, a dance group from Tata, also took part. However, this was not the only group from Tata to visit Gerlingen in 2015. In April, runners and the Egressy Chamber Choir, and in September, the youth swimming team participated in events in our German twin town. The latter reciprocated the visit by young swimmers from Gerlingen in the spring.

The participation of visitors in the official inauguration of the renewed Kossuth tér on 5 December can be seen as the conclusion of the 2015 twin town programmes. Seven of our ten twin and partner towns were represented in this joyful event. It was a great honour for our town that the delegations from Gerlingen, Szőgyén, Szováta, Pińczów, Bystřice were led by their mayors, and that the delegation from Magyarkanizsa was led by the Vice-President of the Hungarian National Council. Of the twin town visitors, the representative from Alkmaar's twin town committee had made the longest journey.

ZSUZSANNA OSGYÁNI



Talent nurturing arts camp



"Friendship builders"



Study trip to Bystřice



PONS DANUBII

The Pons Danubii EGTC (European Grouping for Territorial Cooperation) was officially registered on 15 December 2010. The association is the 15th officially registered EGTC in the European Union and aims to follow a non-discriminatory policy in order to provide the same opportunities to local players at national and cross-border levels. Through the implementation of programmes in the form of territorial co-operation co-financed by the European Union, the grouping enables and supports the development of economic and social cohesion within the administrative areas of the municipalities.

MEMBERS OF THE GROUPING ARE:

- Hungary: Komárom, Tata, Kiskőrös, Oroszlány
- Slovakia: Komárno (Komárno), Gúta (Kolárovo), Ōgyalla (Hurbanovo)

The Pons Danubii cross-border co-operation held its general meeting in the Tata Joint Local Government Office in 2015 too. The European territorial co-operation groupings enable local governments, regions and countries to establish cross-border, transnational or inter-regional co-operation with the legal entities of

another member state or third countries and thus achieve their common goals. At the general meeting last year, besides the assessment of the results achieved so far, the plans for this year were also discussed and the settlements elected a new chairman. Under earlier arrangements, the leaders of the two largest settlements, Northern Komárom and Tata, fill this position alternately for five years. At the general meeting József Michl was unanimously elected as chairman, László Stubendek as vice-chairman, while the director of the association remained Zoltán Bara for a further year.

The Pons Danubii has also been

presented by the Hungarian Government abroad due to this exemplary work. We are the strongest association in the country with a financial budget of 3,100,000 Euros which we have obtained through grants. Our grant applications have included the establishment of a web TV channel, the organisation of professional trainings and job fairs, and the construction of a cycling route between Komárom and Gúta, and, in the upcoming years, we would also like to participate in the grant programmes of the Hungary - Slovakia Cross-border Operative Programme and the EU Strategy for the Danube Region.

ÁGNES BARBARA ÁBRAHÁM





A REALLY ACTIVE SPORTS YEAR

In terms of sports, the town of Tata boasts a number of excellent features. Its unique natural surroundings, the Olympic Training Camp, its sports associations and sports professionals, as well as traditional sports events, demonstrate how sports play a major role in the town's life. The sports traditions in Tata stretch back hundreds of years. Utilising the local features and traditions, we place special emphasis on developing the town's sports life and on encouraging young people to find useful afternoon pastimes. Sports are also considered to be a type of drug prevention and anti-violence tool. Town management has drafted a programme which outlines how every child should be either engaged in some sports or arts activities, or both besides regular school. The initiative is clearly reflected in the town's budget and annual programme schedule. The implementation of the programme involves school PE teachers, the training camp, local sports associations and the NGO sector as well.

Our local government supports local sports associations every year

with significant amounts. The Health Protection and Sports Funds helps small associations and large clubs alike establish better conditions for their sportsmen. The fund provided support for the involvement of underprivileged individuals and those with disabilities in sports activities. A substantial amount of money is allocated in the annual sports budget for organising national and town sports events.

Tata's sports life has undergone major changes in the past couple of years due to efficient sports associations and sports facilities established in the town. There are currently 3,646 sports association members in Tata. Of these, 2514 are registered sportsmen. More than half of Tata's school kids actively do sports in associations. Our sports associations employ trained specialists who regularly participate in further education courses. It is down to their work that our sportsmen have been increasingly successful in competitions.

PROUD OF OUR SPORTSMEN

The local government celebrates the most successful sportsmen every year, who ranked 1st-6th at the previous year's national championships, 1st-3rd at national student Olympics finals, or came 1st-6th at international events or championships. Last year, we celebrated our famous sportsmen for the 18th time. It is a pleasure to see the number of awarded individuals rise each year; 2015 saw more than 350 awards given.

In 2015, we established a sports scholarship for successful students living or playing in Tata. These young people are members of the national team, and participate in international events. Preparation for and participation in international events is not cheap, it is a significant financial burden on the families, and we wish to contribute to these expenses. The scholarship ensures that the most talented sportsmen can continue to represent Tata at international tournaments. This year the scholarship was won by fencer and junior European champion Anna Kun, kayakist Erik Csokor, winner of the

Hungarian Marathon Championship and National Student Olympics, fencer Patrik Esztergályos, individual world champion, winner of youth Olympic Games, and boxer Martin Kecske-méti, winner of the student Olympic Games.

A major success for our teams was the 2nd place won by OMS Tata Iron Trade VSE fencing girls at the adult nationals, as well as the 2nd place won at the nationals by the women's handball team of Tata Athletic Club. The men's handball team, which plays in the second division of the National League, was highly successful last year as they claimed fourth place. The kayakists of Tata Kayak-Canoe Watersports Club excelled last year. Of more than one hundred Hungarian kayak-canoe clubs, based on the aggregate statistics, Tata's sportsmen ranked 9th in 2015.

Based on the students' Olympics scores, Kőkvíti Primary School, which runs sports school training, ranked 6th among 3,000 Hungarian schools last year.

23RD VÉRTES VOLÁN TATA "MINIMARATHON"

The following community sports events are organised every year: Lake Run, International Walking Day, "Minimarathon", Fencing Gala, Tata Regatta, Street Ball Day, Vienna-Bratislava-Budapest Supermarathon Tata station, etc. The most remarkable of these events is the Vértés Volán "Minimarathon" held at the start of August which has developed into an international event. This race has been organised since 1983. Runners pass by the most beautiful parts of the town – around the two lakes, around the castle and the English Park. In certain years, the race was sponsored by the International Pan-european Union, while at other times it was classified as a special event by the International Olympic Committee.

This year saw a record number of participants with more than one thousand contestants. More than

100 volunteers helped organise the event. The international event this year was one kilometre shorter due to the Kossuth tér reconstruction (13 km), and runners from twelve countries took part in the race. 59 people from our twin towns participated in the event. The event was a perfect occasion to celebrate our 30-year twin town relationship with the Dutch city of Alkmaar.

"CHOOSE YOUR SPORT" EVENT

In the framework of the child-friendly town programme, we support sports events and various health protection programmes at schools and kindergartens. We successfully harmonised our child-friendly programme with our town sports programmes in order to engage with more young people. In May of each year, we join in a nationwide sports promotion programme, and organise the "Choose your sport" event. We combine the event with



the chance to “choose your musical instrument”. The programme is intended to help young people find the most suitable sport or musical instrument. Children have the chance to familiarise themselves with the sporting opportunities in Tata, they can try more than 30 different types of sports, including classic, traditional sports such as athletics, football, wrestling, handball, basketball, volleyball, fencing, gymnastics, rowing, kayak-canoeing, tennis, karate and nine-pin bowling. Unique sports, such as golf, horse riding, thai box, triathlon, shooting, yoga, cycle polo, artistic indoor cycling, skipping, close combat, dancing, etc. are also represented at the event.

SPORTS FACILITY DEVELOPMENTS

Numerous sports-related developments have taken place in the past few years. An Ecotourism Centre was established at Old Lake to provide tourism and sports-relat-

ed services to cyclists and trekkers. We have built a new football pitch, and last year construction on a new basketball hall was started. Also, the construction of the new Town Sports Hall started in 2015.

In recognition of the excellent work in the development of our sports facilities, Tata local government received the “Pro Sports facilities” award at the end of the year. This national award is given to communities and associations which do a lot to better sports conditions or perform outstandingly well in terms of sports facility development. The justification for this award was that Tata is a real sports town. It is true as not only are a lot of people engaged in sports activities but also the local government does its utmost to provide the necessary infrastructure.

ÁGNES BODONOVICH PÁLL





TATA, THE CHILD-FRIENDLY TOWN

In 2008, our local government joined UNICEF's Child Friendly Cities initiative. Since then, we have approved an action plan every year which is drawn up on the basis of the programme and helps children in Tata in their lives from infancy until young adulthood. Within this framework, we offer the HPV vaccine for 13-year old girls and boys at a reduced price, hold the students' public hearing, support schools sports programmes, organise the "Great Sport and Musical Instrument Selection" event and renovate the town's playgrounds.

BACKGROUND

We first heard about UNICEF's Child Friendly Cities initiative from our French twin town in 2007. Jean-Claude Mignon, the then mayor of Dammarie-lès-Lys, signed an agreement about the establishment of a child-friendly town with the UNICEF French National Committee in that year. We were truly interested in the initiative and began to collect information about how we could join the programme and what requirements we would need to meet.

UNICEF launched the programme in 1996 that applies the goals of the United Nations Convention on the Rights of the Child at a local level where it can have the most direct effect upon children's lives. The concept can be developed and applied in any community where children live: whether it be a large city or a small village. Since its conception, 800 cities, towns and villages in 57 countries have joined the initiative around the world in compliance with the required conditions.

In the autumn of 2007, with the involvement of experts and civil organisations, our local government started to develop the child-friendly plan for Tata. As a result, the long-term con-



cept of the “Child-friendly town” programme in Tata and the first year’s action plan were born. In 2008, on this basis, our local government – for the first time in Hungary – expressed its willingness to join the international initiative. As the UNICEF Hungarian National Committee had not yet established its set of requirements for the Hungarian “Child-friendly city” programme at that time, Tata could only unofficially join the worldwide project. Despite this, we agreed to co-operate in the development of the accession criteria for Hungary through the mutual exchange of information and regular professional consultations. Since then, every year we accept and implement the action plan developed within the framework of the “Child-friendly town” programme, which was established in 2008, to support the lives of children aged 0-18 in Tata.

CHILD-FRIENDLY PROGRAMME

The action plan for last year was accepted at the council meeting of 25 February 2015. The programme covers various parts of the lives of minors, from sports activities to higher education. These include a number of projects of varying size among which there are new and annually recurring ones.

As part of the child-friendly town programme, the town supports several sports events, sports competitions for nursery and primary school children (nursery cup, handball tournament, swimming competitions, skating competition, etc.) as well as health promotion projects. As part of a national campaign, we organise the “Choose your sport” event every year. This event in May aims to engage the



highest possible percentage of young people in sports activities and help find them the most suitable sports activity. In harmony with our efforts to have all children do some sports or cultural activity, or both, “Choose your musical instrument” was added to the event.

We implement infrastructural developments every year in the interest of “everyday physical education” and leisure time sports activities, and to promote a healthy lifestyle. Last year, we spent a lot of energy in maintaining and upgrading the town’s playgrounds. Városgazda Kft. (a company responsible for the operational tasks of the town) provided great assistance in this task. Last year, three of the town’s playgrounds were renewed, whilst all of the town’s nursery playgrounds were renovated and two new ones opened.

Several developments are currently underway in the field of sport: a new sports hall, a football pitch and a basketball hall are under construction in the town, all of which serve the

interest of children in the long-term. This year, we would like to renovate the sports field on the bank of the Old Lake.

From year to year, we organise a number of programmes for children which help families spend their leisure time usefully. Such a programme is the Saint George’s Day Horse Parade with horse and rider blessing and the Mihály Day fair, a nursery family day which are both organised by the Association for the Development of Equestrian Activities in Tata and the Region. The event, which is also called the “Lóvoda Day,” has a significant community building power as parents and children spend the day together representing their nursery: they sell their goods together and get to know about horses and equestrian sports.

The “Play school reloaded” series has been a successful programme in our town for many years and is organised in the cultural centre on one Saturday of each month. Besides playing together, the play school event aims to teach children about tolerance. Such events assist in children’s social integration and the development of mutual respect and acceptance between them.

The town also has a “Child-friendly Dance House” which is organised by the Pötörke Folklore Association and the Kenderke Reformed Basic Arts School. Eight times a year, they organise special programmes for children, in which they teach them folk songs and dances.

Children from our twin towns are also involved in the child-friendly programmes in Tata. We organise a





number of programmes – twin town competitions, Hungarian language competitions, talent development art camps – together with young people from Szőgyén, Szováta and Magyar-kanizsa, which not only help young people from Tata but also those from over the border to get more familiar with each other's cultures and accept differences.

One of the main goals of the "Child-friendly town" programme is to ensure children's healthy physical and psychological development. We would like to provide parents in Tata with all the assistance and support needed to address the problems of each age group. On the occasion of the "World Breastfeeding Day," the midwife network in Tata organises an advisory day every year. The programme aims to establish a forum for mothers where they can freely share their problems and get answers to their questions. Last year, the "Posture correction programme" which had been started among nursery teachers was continued. As part of the series of events, doctors and experts help nursery teachers in determining how to support parents in prevention and health promotion. The "Parents Academy" is a very popular and recurring project of the child-friendly town programme. The event is organised for married couples and includes well-known presenters and experts, and discusses the everyday issues of parenting and family life.

To promote health maintenance among young people, the town provides the vaccine against the Human papillomavirus (HPV) at a reduced price for 13-year-old girls and boys

as part of the programme. The vaccine has become available totally free of charge for socially disadvantaged children. In the spirit of healthy nutrition, we donate apples to nurseries and primary schools

Did you know that...

you can read interesting information about Tata and its citizens on the internet, e.g. on the websites www.tata.hu and www.decem.eu, while our town is also on Facebook (Város Tata)?

three or four times a year.

To strengthen children's local identity, we added the subject of "Tata" to the curriculum of senior primary school students in September 2010, for which we created a book, entitled Tata step-by-step and an exercise book made up of 4 volumes. The subject not only has a theoretical part, but also a practical one: during walks in Tata, students visit the main attractions as well as the natural and man-

made features of the town. The local history competition based on the subject of Tata has been organised for three years now by the Domokos Kuny Museum with the support of our local government.

We have introduced a number of educational measures which make studying easier for children. Among others, we organise a special singing lesson in primary schools with the involvement of Tata Military Band, organise opera performances for school children, support their participation in the "Operakaland" performances of the Hungarian State Opera and arrange events for pass holder students in Tata together with the Mari Jászai Theatre in Tatabánya.

The town recognises and is proud of the outstanding academic performance of its students and the results they have achieved in various competitions, therefore, on 15 March each year,

outstanding students are presented with awards for Excellent Study Work. In June, as part of the "Sokadalom" event, young talents receive awards for Excellent Art Work.

We support children's school and career selection from nursery until the time they enter the job market. As part of the "Open school" event, the town's primary schools present themselves each year and provide information for the parents of the fu-



ture generation of first-year students about their special education programmes and classes to make school selection easier for them. As part of a special parent meeting every year, we support the further education of students in grades 6-8 who are often unsure about their future studies. 30 companies offered to contribute to the programme and support this initiative through plant visits and the presentation of various professions. Furthermore, we also organise an annual career selection forum with the Komárom-Esztergom County Job Centre. After finishing secondary school, we support young people to get into work with training, which includes information on CV writing and employment-related arrangements among others.

Since the start of the programme in 2008, our local council has maintained a very strong relationship with the town's students' council. In 2008, it was agreed that one member of the local council would inform students about the town policy matters that affect them. Our local government, via a representative of the young people, continuously monitors and assists the work of the students' council. The town leaders hold a Children's pub-

lic hearing on Universal Children's Day for 6-12-year-old children who are too young to be members of the students' council. During the consultation, town leaders listen to the children's problems, their opinion of the town and their proposals, and answer their questions. The meeting reinforces the children's local pride and deepens the feeling of belonging to Tata.

The child-friendly programme, which was originally started to support 0-18-year-old children, has been continuously extended to university and college students. In 2011, we established the József Öveges Scholarship for students from Tata who achieve outstanding results in higher education. Since 2010, we have joined the social Bursa Hungarica programme of the Ministry of Human Resources each year in which the state doubles the town's monthly support

of 4,000-5,000 forints provided to university students.

RECOGNITION

In 2013, our local government received the Family-friendly award due to its child-friendly programme among others. Last year, Tata's Mayor, József Michl, was invited to the evaluation committee of the Hungarian Child-Friendly Municipality Award which was announced for the first time by the Foundation of the Hungarian National Committee for UNICEF and the State Secretariat Responsible for Family and Youth Matters of the Ministry of Human Resources.

ÁGNES BODONOVICH PÁLL



FREE SUMMER DAY CAMP

Participation in the summer day camp is provided free of charge to socially-disadvantaged children. This year, the day camp was moved from the school environment to the Fényes lido so that the children could spend their summer break in nature, by outdoor pools. Appropriate infrastructure was also put in place this year. In addition to camp leader teachers who took care of the children, teaching students and programme organisers were also involved in the arrangement of the camps in order to provide even more colourful activities, programmes and excursions for the children than before. We received a lot of positive feedback about the first camp held in nature. The teachers have many new ideas and suggestions for how to make the camp even better. We hope that we can introduce further improvements next year much to the delight of the pupils!

ÁGNES BODONOVICH PÁLL



TATA CARD

Besides our annual action plan based on the "Child-friendly town" programme, we support children in Tata in other ways as well. We have implemented several support programmes in recent years which aim to ease the financial burden of their families. We introduced the Tata Youth Card which is provided free of charge to pupils and students in Tata. With the card, pupils and students can travel free of charge on local and sub-regional buses. Furthermore, card holders only have to pay an entry fee of 50 forints to visit the town's lido and can use the services there at discounted prices. We also introduced the Tata Card, a discount card for adults, which can be requested by Tata residents and those who work in the town. Card holders are currently entitled to discounts at more than 80 local partners and 1,200 national partners. For example, card holders can visit our town's lido and the main events in Tata at half price. We are trying to extend the discounts and services provided by the Tata Card to as many leisure sport activities as possible and to the use of sport facilities.

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