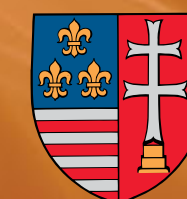


TÓVÁROS.



TATTA



TATA
2016





Dear Reader,

We find ourselves at the end of a difficult, but wonderful year. There is much to thank God for and one another. Due to the good amount of work done in 2016, this year in Tata set the stage for further growth and future development.

There was a rise in the number of workplaces, as seen when Japanese NHK Spring opened its first spring factory in Hungary in Tata. We managed to expand the Tata Industrial Park beside the M1 motorway with new companies, it now employs more than a thousand people. We further developed the infrastructure of the Industrial Park and there are now new sites for building factories. The town also accomplished a newly set goal of winning the fishing rights to the Old Lake from the state, so that it can now carry out fishing activities through its own company, cooperating with the local fishing association. Unemployment decreased in the region thanks to Tata's employers and the state. Our goal is to find employment in Tata for its nearly 4,000 residents who commute to work in another town every day. The town received recognition from the state National Employment Fund (a public benefit non-profit company) as a responsible employer. Once again, we won the Town of Tomorrow award.

The town's new handball hall was completed and will be a prominent venue for developing sports in Tata. The dressing rooms next to the new football field are close to completion and the foundation of a new basketball hall was laid. Our new ice rink, covered with a tent, will open in December, and our ice hockey players will finally have their own home. Excellent performances were produced in sports and our athletes

have achieved many outstanding national results. Many of the over one thousand registered athletes of the approximately thirty branches of sport in the town represented Tata with good results in international competitions. More than two thousand people have taken part in mass sports competitions in recent years and participation in our international mini marathon running race was outstanding.

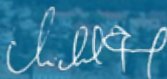
The people of Tata and visitors could enjoy the town's new main square, which was completed late last year. Kossuth tér has become a real meeting point due to its new look, community house, events, café and the crowds of many tourists. Our Fényes Spring lake area was also renewed and Lake Grófi, which provides 30,000 cubic metres of water a day, was cleaned up. Next summer, it will be possible to bathe and dive in a beautiful lake with crystal clear water. The nature trail, which presents the karst spring countryside, was visited by more than thirty thousand people this year.

We have prepared for the new EU development period with plans for developments of nearly 10 million Euros, with additional projects under preparation. We are trying to win grant funds both through the town directly and Pons Danubii EGTC (European Grouping of Territorial Cooperation, which includes four towns and villages in Hungary and three in Slovakia, under the leadership of Tata). Our future plans include, among other things, creating cycle paths, modernising school catering, tourism developments, building a new library, and museum, economic, industrial, and transportation development.

The aims of our constantly improving and flourishing town are to inspire its residents to see this town as their home. We want families, the employed and those in need to see opportunities for their children, job security, and a safe haven. Our goal as a town is to actively use its resources to build a peaceful and loving life for those living here.

You can read more about this subject in our 2016 town report. Please read it with interest and if you find a connection to Tata, it is not a matter of chance, but a probable cause or reinforcement of our friendship.

I warmly recommend it in preparation for Christmas and the new year.


József Michl
Mayor

Aerial photo: Norbert Varga

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Tata 2016



AN AWARD-WINNING TOWN

For the past decade, our town has won an important Hungarian or international award every year. Our success story has continued in 2016, as we have already received two awards this year. Tata has won the "Town of the Future" and "Town Marketing Diamond 2016" awards.

TOWN OF THE FUTURE

In early January, the youngest of our town council representatives and Deputy Mayor, Dr. Henrietta Beró, received the award in Budapest for our achievements in two categories. This award is the result of a special, grassroots initiative entitled, "City Hungary". This increasingly significant initiative was launched three years ago to evaluate the sustainability efforts of Hungarian towns and businesses in three fields in introducing models and methods into Hungary to successfully promote sustainable development. The award, "Town of the Future" was created in 2013, and winners are entitled to use its trade-

mark for three years. The award was given in three categories:

- For a Sustainable Town
- For a Green Town, and
- For the Preservation of Arts, Culture, and our Heritage.

The significance of this award is important, because although it is worth investing and working to promote sustainable development in Hungarian towns and cities, certain methods and models used throughout Europe do not necessarily work here, hence, it is essential to align the available modern methods with our own values and models. A town-wide co-operation can make sustainability efforts more effective, and as a result, it will be easier to achieve a

higher quality of life. Local communities play a vital role in these activities. Evidently, the award will serve as encouragement for community members to take pride in our values and hard work. The award is part of a grassroots initiative, led by the Hungarian National Commission of UNESCO. The Evaluation Committee gave 19 awards in 2016, and it is quite unique that the town of Tata was given two of these highly respected awards.

At the ceremony for the first award entitled, "For a Green Town", experts highlighted the following: – Tata is in a most privileged situation in terms of natural assets, but relying solely on these resources would not suffice, as one has to properly manage them to be truly successful. Needless to say, the programmes for the preservation and rehabilitation of our natural resources as well as the environmentally-friendly and energy programmes are well organised into a clear strategy. All of these facts were taken into account by the evaluation committee. The evaluation panel applauded our achievements



in green tourism and the town's spectacular lakes, which serve as starting points for a vast array of cultural programmes. Experts at the award ceremony specifically mentioned the school book about Tata,

which teaches children about the local community's history and values, from which they can form a bond with their ancestors at an early age.

At the ceremony for the second award, entitled, "For the Preserva-

tion of Arts, Culture and Heritage", experts highlighted the following:

- Experts agree that the town of Tata has developed enough to act as a recognised leader in town sustainability. Our town can boast of natural resources, ample historical traditions, and a reputation as the town of culture and festivals. At the award ceremony, attendees emphasised the unique large events and the reconstruction work carried out on numerous historic buildings. The evaluating experts argued that the town's local identity has been further strengthened by the fact that primary school children also study using books edited and printed in Tata, thus reinforcing their ties to their heritage.





TOWN MARKETING DIAMOND 2016

In May, the local government of Tata, Tatai Városkapu Közhazsnú Zrt. and Tatai Kenderke Néptáncgyesület (Tata Kenderke Folk Dance Group) all received a special award. entitled. "Town Marketing Diamond 2016" from the Hungarian Marketing Association. Marketing applicants could apply in six categories for projects implemented between 1 January 2015 and 28 February 2016. Applicants represented more than 50 Hungarian towns and cities, and had to present their marketing strategy's preparation, implementation and evaluation phases. Technical experts evaluated the submitted projects based on their technical aspects, their efficiency and effectiveness, and then awarded the Town Marketing Diamond to the most successful candidates.

The Hungarian Marketing Association awarded three applications submitted by Tata. The local government of Tata applied with a project entitled, "2015 publications in Tata", while Tatai Városkapu Közhazsnú Zrt. applied in the "internal communication solutions and content" category with a project entitled, "Tata Town Card", and Kenderke Folk Dance Group applied with a project about "Tatai Sokadalom". All applications were successful, and all candidates received the trademark, "Town Marketing Diamond 2016".

The purpose of the National Town Marketing Award is to emphasise the importance of marketing efforts as a part of town development, and to highlight the diverse and fruitful nature of this initiative. In addition, the award strives to acknowledge successful and effective marketing solutions, and to use them to pro-

mote high-quality and professional practices. The award aims to encourage the exchange of information and co-operation among town representatives, relevant organisations, and marketing experts.

In addition to approved use of the trademark and title, winning organisations will be displayed on the National Town Marketing Award homepage, and will receive assistance from media supporters to gain popularity. It is particularly enjoyable to be able to note that Tata has won the awards through ideas and solutions that are of significant worth to the local population as well. Local government publications, such as local and regional information publications, can be useful in helping everyone to manage their daily lives better. The Tata Card not only reinforces community and social ties but has important practical aspects as well; card owners can access a wide variety of services. Tatai Sokadalom is yet another unique community event for preserving and fostering folk culture values.

We are proud that our community values can be shared with others.



Mrs Ágnes Dávid Acsai, Deputy CEO of Tatai Városkapu Co. Ltd. and Dr. Henrietta Beró, Deputy Mayor

10 YEARS AT THE HELM OF THE TOWN

Anniversary interview with Mayor József Michl

Tata town council representatives held an inaugurational meeting at the Town Hall on 11 October, 2006. The meeting was led by the newly elected Mayor, József Michl. Ten years have passed since then, and our Mayor is now in his third term. FIDESZ-KDNP delegates make up the majority of town council representatives. How do you look back on the past decade? What successes do you like to remember, and what failures and issues have you encountered? These were the questions I asked him about this year on a sunny September afternoon.

Let's start at the beginning. In the autumn of 2006, a seemingly confident and determined József Michl entered the mayoral election. Did you feel any self-doubt?

2006 marked the beginning of a completely new era in Tata, beginning with the then Mayor, Tamás Hétyényi, announcing that he would not run for re-election. Clearly, there was room for new candidates, and every organisation jumped at the chance to select its own candidates. As an MP candidate that spring, I had started preparing a bit earlier. I had never been a member of the local council before then. I became the head of

constituency in 2004, and started to study Tata public administration structures and local affairs. I regularly attended town council meetings, monitored reactions, debates, plans and suggestions – this was the first phase of my learning curve. I think that, besides my job, I was consciously preparing to serve the community, provided they chose me in the election. Outside of my private studies and activities, team-building played an important role in my life, and I knew that it would be impossible to manage a town without an organised team, which could help me effectively work, plan and create.

What was your innermost drive then? What motivated József Michl, the man?

I was driven by two major forces. First of all, I have always strongly adhered to the idea that one cannot be critical of an issue from the sidelines; if one wishes to express one's opinion or comment on an issue, you must then take part in finding the solution. In 2002, when FIDESZ lost the elections – despite the spectacular job done by the Orbán government between 1998 and 2002 – I thought it was time to put all that I had learned into practice for the benefit of the town and the nation. I

decided to stand by the community which I respect and have appreciated throughout my work. It was not career ambitions that drove me to become a politician, for I was in fact inspired to stand up and help someone who I felt had been pushed aside after doing such a great job. Secondly, I was driven by my own nature, by my personality. I have always been an organiser, having completed tasks which required a great amount of organisation, co-operation and creativity. Therefore, I felt that I had gained a lot of the experience and skills needed to lead a town. I am far from perfect, but I believed then that my skills, work experience and vision would serve as a strong foundation for entering into the local elections, and then I let the people decide. With all of this in mind, I was confident and at ease when the election began.

Who would you say is your role model?

Attila Kálmán, a famous teacher, had a great influence on me. He was an MP and an under-secretary, with an exemplary career, and is often credited in Tata for the many things he did for the town. He had the ability to inspire people onward while building, developing and researching our town - he is my role model. Besides him, there are quite a few politicians and mayors in the country whom I think of as friends and who serve as role models for me. Prime Minister Viktor Orbán had a great in-

fluence on my work, and his strong will and determination has always been a major inspiration for me over the past ten years. I respect him for his ability to take on a massive workload, his foresight in long-term goals, and for his persistence in resolving small and major issues alike, on both the national and international level. He is a man who has been knocked down several times, yet has managed to get up again. He cannot possibly become arrogant, as he has faced failure on multiple occasions, and has always managed to rebuild himself, his party and the country. I have known MP János Bencsik for a long time. I knew him before he became an MP, and he is also a role model for me as far as town management and town development are concerned, as he managed to turn a critically troubled mining town into a flourishing city. I have learnt a lot from him too.

What was the biggest challenge during that first term? During those years, when the socialists were in control, you must have sometimes worked against the current, and locally you were exposed to an ingrained system in need of restructuring. How did you manage all this?

It was very hard to work together or against the current, but it was this very resistance that made it a learning period in my life, in which I learned to work in an environment where the government's opinion was

entirely different to my own. For example, the government gave a pay rise to teachers, and transferred the compensation for the extra costs in the first year, however, this amount never arrived after that as the compensation was discontinued. This meant that the extra cost, the teachers' pay rise, had to be paid from the town's budget. This was extremely tough for the local governments and their budgets. The biggest problem was that the town was lacking strategies or financial reserves. The marketable properties in our town had been sold by the previous town management by 2006, and the majority of Tata flats had been sold at excessively low prices, so out of 1,000 council flats, only 300 remained. During my first term, I was a member of the Komárom-Esztergom County Municipality Government where we also saw that something had to be created from nothing, as all revenues were spent on institutional maintenance. In this situation, both the county and our local government became interested in finding resources which could help maintain and develop the town and serve as own contribution for our projects. We then decided to issue bonds on behalf of the local government. This initiative enabled us to finance our developments at a value of HUF 3.5 billion. In retrospect, nobody questioned our decision, but then we encountered heavy opposition, not only from our political opponents but from local people as well. Now it is clear that it was worth taking the risks, as we were aware that a developing Tata would attract economic development, and we really appreciate the Orbán government's decision to take on local government debt. We went through a lot of hardships, and took risks, but we believed in what we were doing, and not only survived but managed to move forward. I am very grateful to my fellow members of the town council and my colleagues in the Mayor's Office, and to all those volunteers who from the outset and not only during campaigns but in the whole year have assisted in our activities and programmes.



Presentation of the Europe Prize

Are your three terms as a Mayor strategically independent from one another, or do you consider it as a ten-year period in which everything is connected?

There are some connecting points in these three terms, however, there are some areas to be treated as independent as well. It is much easier to manage a town if its government and vision are in line with those of the country. Since 2010, the situation has been entirely different, as domestic political trends have changed radically. Our Magyary Plan seamlessly connects my three terms. This town development plan establishes a development framework which is completely independent of the national government as it states the objectives for Tata to be followed in the future. We set up this plan shortly after the 2006 elections and the first summary publication was issued in 2008, ready to be provided to local residents. When the publication became available, we gave opportunities to interested parties to criticise and add remarks to it. The Magyary Plan is the town's most fundamental development strategy, created by us, for us. The plan marked the beginning of a new era in Tata, as our people can now see the long-term objectives set out, and I am glad to say that quite a lot of the local residents agree with our values and vision, and we have even received support from opposition supporters.

In 2006, you won the election with 49.12%, in 2010 with 63.94% and in 2014 you achieved a win with 57.74% of the vote. What do you think explains this constant popularity, as one must admit that political elections are influenced by more than just achieved goals and clear results, there are emotional and subjective motives in the background to people's decisions as well.

In a town like this, people vote not simply for the candidate, but for the community as a whole, hoping that their vote will create a better future for them. Our local council representatives produced a publication before the elections to present to local residents all that we have achieved in the past years. The publication was not about me, or Fidesz. Rather, it was about the town. It was sent to all families, and we received very positive feedback about the entire initiative. Just as one would remind oneself, a town also needs to remind itself of its achievements from time to time. It was useful to have these two publications about our work come out before the two elections, to highlight to people all that we had managed to accomplish together. I think people voted for me in each term because they saw that the FIDESZ-KDNP majority in the town council stood by its decisions, and worked to implement them.

As the saying goes, "I only remember the good times", but besides our successes, we should also take our failures into consideration. What were your failures, which periods were the hardest to cope with?

By nature, I am optimistic, and I want to see the good in the bad, so I don't actually remember real failures; you know, when I thought it was the end of the world or something. Let me put it this way, we have had a great deal of difficulties and issues over the years. If you really insist on me telling you what I considered as a failure, I must admit it is still hard for me to live with the fact that there are still groups of people in the town whom we can only help if they co-operate with us. Regrettably, the willingness to co-operate with us is very often lacking. They give complaints, they request help, but are then reluctant to co-operate. It clearly shows that managing a town is not only a question of finances or legal measures. It very often involves direct co-operation with people, as it is the only way to make them see that everyone is responsible for their own decisions. If someone gets stuck somewhere on the way in life, they can expect help and provide assistance, but if they are unwilling to work in order to move forward in life, then it is incredibly hard to help them. This is a significant problem which concerns many; how can you help people who do not even want



With fellow council members

to help themselves? Sometimes we were unable to implement a project, or the progress was not in line with my expectations, and of course, you can complain about failures, but every issue is a situation to be resolved. In fact, the hardest question of all is how the town's community as a whole could put in more serious effort into helping the needy, who no longer can or wish to co-operate. A textbook example of co-operation and the ability to make compromises is the renovation of Kossuth tér and its surroundings. I have been both criticised and praised for this over the years. When it seemed that the ship had sailed and the plans would not be implemented at all, I suggested to my fellow council members that with our own resources, we could at least renovate the Fischer House, which was an old dilapidated building in the town. I figured that if we have failed to get the assistance to rebuild Kossuth tér, we may at least be able to renovate this landmark building in Bercsényi utca. In the end, my idea helped the whole project proceed, as we were able to present at least one achieved project goal. Decision-makers couldn't believe that despite the very limited amount of time, we were still able to implement the entire project. All these factors greatly contributed to the renovation of Kossuth tér, and nobody has questioned our decision ever since. We managed to prove that it was worth all of the fighting, co-operating and compromising, and in fact, it was worth looking for the good among the bad.

Speaking of Kossuth tér, it turned out to be an epoch-making success. At the completion ceremony, it was clear to all that the entire idea and project was close to your heart. Have there been any other major events and moments during the last ten years that you look back on with a smile?

I am grateful to have a lot of nice memories. Once a friend of mine, a leader of an NGO, visited me, and gave me a superbly bound book in which he collected all the published



articles and photos about us and our successes. It was all his own idea, and I was greatly pleased with it. Since then he has compiled several volumes, and he regularly gives the completed books to me. You know, these seemingly little things, which in fact require a tremendous amount of effort, give me hope and joy. I will never forget what it was like to touch the first issue of the Magyar Plan or our printed reports for the first time. All Tata-related publications mean a lot to me, as the town's cultural and spiritual development are extremely important to me. Our town has won several awards and prizes, which I am very pleased to hear about. Over the past ten years, we have won at least one major award every year. We are very proud that only two Hungarian towns have so far been awarded the Europe Prize, of which one is Tata.

Ten years is a long time, even for a family. I think that the relatives of public figures make a tremendous number of sacrifices in the background. The father, the husband, the grandfather does not always return home for supper, and is often away on weekends or bank holidays. How did you manage to harmonise politics and private life?

This kind of work requires a large amount of patience from them as well. On the one hand, they had to tolerate some inconveniences early

on, as I worked away from home for a long time at a college in Zsámbék, where I was as busy as I am now. My loved ones know that for me, family always comes first and foremost, as I grew up in a big family. However, I am also a social person, who has always been looking for opportunities to do something for the world or create something new. I am someone – and I do not intend to praise myself in any way – who is driven by service. I inherited this attitude from my family and my parents, and I just cannot change; it is my internal "driving force", nothing I do is for my own gain. It is simply a gift, and the only way I can live, and my family happily accepts and tolerates it. It is good to know that neither my wife nor my children consider my job to be special, and they show humility in regards to it. I am most grateful to them, as they not only support and help me, but also tolerate the father, their husband and grandfather being actively engaged in politics, accepting both the good and bad that come with it.

How have you changed over these ten years?

To be honest, I am much more conscious and considered when making decisions, and I think I have become wiser in this regard. I have definitely become more experienced, enabling me to make decisions by taking multiple factors into consideration. What

I still feel to be difficult in my work is that sometimes you need to be able to say no. It is still often quite hard for me to say no to people, but I have begun to look upon it as a part of my work, and negative decisions cannot be made by anyone else but me, so I have to face them, just like all other decisions influencing the town's life. You say yes many times, but you also need to say no when the need arises.

What are the most important tasks these days?

Our most important task now is to benefit from the plans formed during the new EU grant period; plans which have not yet been completed, and of course, launching new projects as well. Several tourism-related developments in the town are working excellently, decisions taken by the town point in the right direction, our taxation system and tax revenues are also fine, and we have a solid financial background. In the forthcoming years, we wish to focus on the town's public roads and despite having taken significant steps during the past couple of years, it is still obvious that there are plenty of things for to do for us in this area. Hence, during

the current EU financial period, we intend to implement projects which are primarily beneficial for the people of Tata. Besides that, we aim to continue our community-building programme, following the Magyary Plan. This initiative encompasses the library development, but we have also involved NGOs in the process, and we strive to ensure that as many people as possible can reap the benefits from our activities.

How many more times do you wish to be re-elected?

You can plan for as long as you can move forward with honesty, integrity and strength. If God grants me the strength for another term, and the people of Tata agree with it, I will consider in due time whether or not to run in the elections again. We still have nice plans and huge tasks ahead, just waiting to be finished. All these of course require a good team of local council members and institutional managers, but, the most important are community building, development of family life, NGOs, and churches, as a town is primarily built out of human souls, not stone.

Well, as far as your future plans are concerned, can we say what writer Anna Jókai said recently at her Tata audience; "let's put the decision in God's hands?"

I do not want to dodge your question, and I will happily undertake a new term, but we are far enough away not to go into details on this matter. I believe it is important to say that we have managed to achieve a great deal, and that, although the town is run by a FIDESZ-KDNP coalition, our decisions are not influenced by political party interests but rather by helping to strengthen local patriotism. We never judge ideas and initiatives based on the party they originate from, rather we ask whether it is good for the people of Tata. Our top priority is our town and our people.

Thank you for this interview! Let me ask you to finish the sentence which I have started for you: "Tata is for me

the first priority after God and my family."

ÁGNES BARBARA ÁBRAHÁM





CHANGE IS THE ONLY CONSTANT

dr. Emőke Kórosi, the notary of the Shared Municipal Office of Tata, grew up in the village of Kocs, located approximately 10 kilometres from Tata. She graduated from high school in Komárom and then attended university in Budapest. At the start of her legal career, she worked as a clerk at Debrecen City Court and, after moving to Tata in 1993, she became a member of the mayor's office staff. First, she worked as the head of the authority office and then, in a shared position, as the deputy notary. Later, she dealt with the full range of office duties as an independent deputy notary. As she became more and more engaged in the complex and ever-changing world of public administration, she fell in love with her profession and found that her job was a challenge, which was a joy and honour to meet. Highly motivated and hard working, she has been the notary of our town since 2011. Just about everyone thinks they know the town or village notary, but do we really understand the complex scope of activities she supervises and controls? We talked on this topic with Dr. Emőke Kórosi, who spoke about her personality and management style in addition to professional matters.

In everyday life, we usually say that the notary is the guardian of the rule of law. Is this definition correct in practice?

Yes, taking into account the kind of responsibility borne by a notary, this definition is really correct. Firstly, the notary is responsible for ensuring the legitimacy of the local government's work. This means being responsible for checking that lawful, founded and legitimate decisions are made while preparing proposals, as well as informing the town council of all alternatives and all the circumstances that provide the basis for their decisions. So it can be said that the notary is responsible for legitimising the local government's operations, but responsibility applies to administrative and official matters relevant to his or her abilities, falling under the competence of the mayor but prepared by the office.

Distinction is made between local government and authority duties in a notary's work. What is the difference between the two fields?

Local government matters primarily involve local public affairs, i.e. mainly public services that satisfy the needs of the local population. They include, for example, maintenance of cemeteries or town roads, street lighting and other development and grant application matters in which the local government makes a decision or performs any duty. And in terms of official or administrative matters, one needs to distinguish based on the person who is capable of handling the given matter; an authority matter can be the notary's responsibilities and abilities, but it may expressly fall under that of the mayor or the local government, in which either the local government, one of its committees or the mayor proceeds. In addition, there are public administrative tasks that belong to the authority of the state. There has been a major realignment in this field re-

cently as the state has assumed many public administrative tasks and, as a result, the duties of the notary have decreased in this area and are now typically transferred to the District Office. On the other hand, the role of the local government in local public affairs has been strengthened. Since 2013, the office has tended to its duties as the Shared Municipal Office of Tata, which covers three other villages as well (Dunaalmás, Neszmély and Dunaszentmiklós). The public areas inspectorate, which used to be an institution, has since become part of the office organisation from which we manage economic affairs of the social institutions; new tasks have replaced those that ceased to exist.

The notary's office handles many clients and a number of duties every day. What are the main areas and types of projects that you deal with?

In regards to our citizens, one of the most common tasks is ensuring that construction matters proceed well: building permits, demolition, occupation and other relevant matters. There are also so-called administrative responsibilities, birth certificate management, marriage licences, name changes, certain address registration tasks, other activities related to the announcement of commercial or industrial activities, the issue of site permits, property disputes and matters relating to the keeping of livestock. In the social domain, our tasks include assistance for families in need and establishing town support and other social benefits. In addition, we have institutional supervision powers: in nursery and kindergarten maintenance, and basic health care (provision of family paediatric, family doctor and dental services). We have very important responsibilities relating to management, namely planning and continuous operation of the town's operations and management, as well as urban management, that is, the pro-

vision of public services we touched upon in the previous question. Tax and asset management is another fundamental task: the local government manages its own assets and utilises its existing real properties, premises, rental flats and agricultural lands and, of course, determines and then collects the taxes. This is a non-exhaustive list of the key areas.

In recent years, Hungarian public administration has undergone numerous changes. This has involved legal developments, as well as a restructuring and modernisation of of the area's internal operation. How did it change how local tasks are completed?

Responsibilities in public administration and operation of local governments were laid on completely new legal, financial and content foundations. A new act on municipalities was adopted in 2011, and we have new legislation on public finances. Regulation of municipality financial management was redesigned and the powers were reallocated, whilst the role of the state was strengthened in some areas. This means that we are operating in constantly changing circumstances. There is a saying in professional circles, namely, that change is the only constant in public administration. The local government needs to fulfill completely new challenges and regulations, which of course has an impact on official work. A key expectation of the town council can be seen in grant programmes, so we take part in all programmes, which can be beneficial for the town or the office. In addition, it is expected in official work to make the administration of affairs client-friendly, like a service, and to strengthen the level and legality of preparatory work for the town council. We have developed a well-functioning system for this, which allows us to submit properly-prepared proposals to the council members after all circumstances are known. Imple-

mentation is also fast and precise, following the expectations of the council. To ensure quality improvement, changes in organisation have recently taken place in the office, due to legal changes, to improve work efficiency. At present, the organisation consists of four offices and two cabinets based on the decision made in June by the town council. In addition, we have successfully participated in numerous professional and organisational development projects in the recent period, as one of our key expectations is to improve the satisfaction of the town council and local people. We have also adapted to state measures to reduce bureaucracy and the legislation adopted to that end. It can therefore be said, that we are aware of reforms in public administration in every field, and will continue to adapt.

How could you strengthen customer-friendly service in recent years?

This is the area where you can always improve and seek new developments and test new possibilities, but, of course, you cannot always be perfect. The previously mentioned, internal changes in organisation and the quality of work directly affect customer service, giving clients the feeling that the office is there for them. For example, we have made several organisational development projects operate a quality management system, and have established a quick process to investigate complaints, and we continuously measure customer satisfaction. We provide an opportunity to meet directly with leaders in consultation hours, but I always take the time to meet with clients, including those who cannot meet at the scheduled consultation hours, thus making them feel that everybody's affairs are really important to us. Records of administrative time limits are audited on a regular basis by means of internal audits. However, the most direct feedback is customer satisfaction,

which was last measured over the summer. Many people completed the questionnaire and we mostly received positive feedback. Of course, there were some critical comments, one of which was of utmost importance to us, in requesting longer opening hours. We will soon submit a proposal to the town council to comply with this request.

What is needed to become a notary in Hungary today?

The notary is elected in an application process, so he or she must meet the expectations related to this. One must hold a degree in law and political sciences or be a certified administrative manager or public administration manager with a certain amount of work experience (2 years). Previously, the town council was entitled to exercise the right of appointment, but the current legislation has transferred this authority to the mayor, acting as the employer.

It is easy to imagine how one dreams as a child of becoming a fireman, teacher or actor, and then works to make his dreams come true. But does one dream of becoming a notary? What was your motivation for entering this career and when did you decide to work for it?

It was not so obvious to me as a child, but I later realised that I am a person with great interest in humanity, and I have always found it to be important to try to do something for the community in which I live. This was influenced by my parents who were teachers, so I grew into this attitude and found myself attracted to careers in education and law. Finally, I found the latter to be a greater challenge, so I set off down that road. After I graduated from university, I worked at a court for a short while, and then we moved to Tata where there was an opportunity to work in public administration. I have always thought it important to work in a wider field and and to do my best, so after a while, I became increasingly motivated by the constant professional challenges of my duties and I of course remain motivated today. Therefore, the idea to pursue a career as a notary was inspired by my work accomplished here.

Many believe that a career in law is more masculine in nature due to its strict regulations, high stress level and effects on personal life. Have you as a woman ever felt that you had to work harder than a man for recognition in this profession?

I never felt that I encountered ob-



stacles due to being a woman, nor did I have to work harder than a man. I think that decent hard work always yields the same result, regardless of gender. In my management style, I try to place great emphasis on empathy, which helps a lot in everyday life, but it is traditionally seen as a feminine attribute. If I worked as an authoritarian leader, I would probably need to be armed with stronger characteristics. Actually I think that leading by professional example is much more dominant. If I perform to a maximum level, it inspires a certain amount of respect and serves as an example to follow, which means that I can then expect the utmost from my colleagues.

As a manager, do you find feedback and external control important or do you prefer to consider things yourself and decide alone?

I consider feedback important in any case; from the council members and mayor, as well as from subordinates. I believe that effective work can only be done as a team and that one can become a successful leader only if he or she can demonstrate professional recognition and prestige as a leader. This requires that my team feels free to offer criticisms and suggestions, as opposed to being yes-men in all matters, regardless of what they actually think. It is also important that we exchange our views whenever possible during the decision-making process and that we are brave enough to come up with creative ideas and solutions. In this respect, it is also important that the office is composed of a mixed-age group because young people possess an energy that has a very positive impact on more experienced colleagues, which always inspires us to help each other and work more efficiently as a team.

How do you see the work of your office today? What strengths do you have and which areas still need improvement?

I can see that our internal homogeneity needs to be further strengthened despite the reorganisation in June. We need to better define certain tasks in the new organisational structure and further improve cooperation between the offices to form a consistent office image and culture. We are also tasked with improving administration and establishing standard quality for handling cases in the joint office branch offices. Our strengths are shown in our huge improvement in the quality of content prepared for our proposals to the town council, and our nice office culture in which well-prepared colleagues love to work here and do their work with passion. Our grant application activity is successful as well, and I hope our customers feel that we are working for them and their interests by creating a more client-friendly and effective atmosphere with faster and more accurate administration.

Your work is very complex and rich in activities, so I can imagine that it is not uncommon to see you work past official working hours. Are you able to turn off; to relax completely remove yourself from work recharge?

There must be carefree moments

of relaxation, as there is a natural need to recharge energy, especially during the holidays. There isn't too much time for this during weekdays, as I have other public commitments beside my office work at various events. When I have the opportunity to rest, I read or go to the theatre. I love hiking and biking, and of course it is important to spend as much time with my family as possible.

I can see that you feel great in your role, but have you found your place for the long-term?

I really like this job and I am proud that I can do this work in Tata where the intellectual heritage of Zoltán Magyary remains strong, and where public administration has a long tradition, so it is a special honour to be here. It is very exciting for me to be here at a time when the town is undergoing an extremely serious change. I can work with a town council and a mayor who passionately seek to develop the town and involved me in the development of the Magyary Plan in 2008 and its review in 2015. This is, of course, an ongoing challenge, but great responsibility and constant change bring joy to me, which helps me to meet all expectations.





View of Baj

ZOLTÁN MAGYARY WOULD BE PROUD OF US

The Tata district is the 5th most developed district in the country

Zoltán Magyar would be proud of the district of Tata and its residents today. According to the latest research, it is the 5th most developed district in the country. In the 1930s, Magyar set the direction of development for Tata and the entire district and turned it into a “model district”. It is the responsibility of those living here to carry on the work started and to continue to develop the region. The distinguished ranking indicates that we are worthy of the legacy of Zoltán Magyar and are “good keepers” of our home.

THE RANKING OF THE DISTRICTS

This year, the Institute for Economic and Enterprise Research of the Hungarian Chamber of Commerce and Industry has again illustrated the developmental differences between the 174 districts and the results of the past two years based on the latest figures for the Institute’s own district development indicators. In 2014, the Tata district was ranked no. 7, but today it holds 5th place in the rankings.

To establish the ranking order 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 existing homes, the proportion of local taxes, the distance to the nearest county seat and motorway junction, 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 and of homes covered by refuse collection.

The latest research results show that besides the districts of Budapest and those located in the capital’s agglomeration area, the most developed districts almost without exception are those located in West and Central Transdanubia (the districts of Győr, Tata, Mosonmagyaróvár, and Veszprém). Only the districts of Eger and Szeged made it into the top twenty. Based on the comparison of the latest data to those from two years

ago, it can be stated that in the past two years the developmental differences have increased. The indicators for the districts in an otherwise poor situation have worsened even further, whereas the most significant improvement has been achieved in the most developed districts.

THE DISTRICT IN AN EFFECTIVELY FUNCTIONING MICRO-REGION

Achieving 5th place is primarily down to the residents of the district and local companies. However, concerning the development of the district, we should not ignore the joint venture of the municipalities, the Tatai Kistérségi Többcélú Társulás (Multi-Purpose Association of the Tata Micro-region), which has been contributing to the development and success of the region for nearly twelve years now.

The district system with its long-standing traditions dating back centuries was phased out in Hungary in 1983. Following that, micro-regions were formed primarily for regional development and statistical purposes. Later, Act CVII of 2004 made it possible for the municipalities of micro-regions to form multi-purpose micro-regional

partnerships. This is when the municipalities of Baj, Dunaalmás, Duna-szentmiklós, Kocs, Naszály, Neszmély, Tardos, Tata, Szomód and Vértesszőlő decided to re-organise and develop their regional development partnership formed in 1996. They formed the Multi-Purpose Association of the Tata Micro-region, with Tata as its seat. The local governments of these municipalities agreed to cooperate even more effectively in the fields of training and education, health care, family and child protection, social care, public education, public collections, internal control, regional development, energy, and taxes. The association operates on an area of 300 km² and influences the lives of nearly 40,000 residents. The association's council, consisting of the mayors of each member municipality and presided over by József Michl, Mayor of Tata as Chair and Tibor Schunder, Mayor of Baj as Vice chair, has decision-making rights for issues under its authority. The execution of the association's tasks and its decisions are prepared by the Tata Joint Local Government Office under the supervision of Dr. Emőke Kórosi.

A good example of the association's tight partnership and effective

cooperation was provided in 2013 when the district system was re-instated, and it became obvious to all that these ten municipalities belong together. It was self-evident that the area of the district should coincide with the area of the micro-region. The re-organised Tata District Office was opened as well. It is located in the former building of the municipal office of Tóváros, where Zoltán Magyar also used to work.

Following the formation of the districts, the functions of the association were transformed as well. Since July 2013, both the previously founded Tata Micro-Region Old People's Home and the Basic Social Provision Institution have been maintained by the association. It is responsible for social catering, home and alarm-system home care, support service, the daily care of the elderly and the mentally disabled, the family support service, the housing estate services and care for the homeless. In October 2013, the Municipality of the Town of Tata founded the Basic Healthcare Provision Institution of Tata, which also performs district duties, i.e. it provides medical emergency services for the residents of the associated settlements.

The associated local governments



Micro-regional meeting at the Town-Hall



Cart-Pushing Festival of Kocs

also collaborate in the fields of public security and employment. They launched and maintain the Discussion Forum on Public Security, in which the chief commissioner of the Tata Police Department regularly informs the public on the security status of the district and the execution of current police tasks. Furthermore, the settlements participate in the public work programme and in the joint implementation of the public-benefit employment program.

PROJECTS UNDER JOINT IMPLEMENTATION

Over the past years, cooperation of the Multi-Purpose Association of the Tata Micro-region has proven to be successful not only in jointly executing its tasks but also in the field of regional development. The association organises and coordinates the economic, cultural, tourism-related, and infrastructural development programmes of the micro-region as well and determines the goals for development. Furthermore, it sets itself the task of preparing implementation plans and grant applications, as well as submitting them in order to secure development funds. It represents the settlements of the district and their best interests in regional development issues, coordinates the environmental tasks of the district, collaborates in protecting our man-made and natural environments and

contributes to their conservation.

During the EU grant application period between 2007 and 2013, a number of joint grant applications tenders were submitted that later turned out to be successful. In this period, the Multi-Purpose Association of the Tata Micro-region won a total of 374,633,894 HUF in EU grants, which was supplemented by the Hungarian State (in the form of support for own contributions) and by the contributions of the local governments required for implementation.

Thanks to the EU funding, they have managed to renovate the interior and exterior of the Tata Micro-region Old People's Home, which provides care for 97 people on Fényes fasor. Within the framework of the project, they renovated the building services system of the building's residential areas, sanitary blocks and common areas, and its roof. In addition, various pieces of equipment were purchased, which facilitated Internet access in the home, and numerous physical therapy and medical events were organized as well. The total cost of the project was 104 million HUF. The renovation of the building of the Basic Social Provision Institution at Deák Ferenc utca 5 was also funded with EU support. Thanks to this reconstruction project, the basic social and child welfare services provided by the district were successfully integrated into a central

institution. As a result of the integration, all social services – except for homeless care and the elderly club – are provided at a single location. The reconstruction of the building cost 146 million HUF.

In a joint venture, the energy-efficiency renovation of six institutions – Tata Town Hall, the Jázmin utca Member Institution of János Vaszary Elementary School (Tata), Saint Stephen School (Baj), Mátyás Angyalffy Elementary and Art School (Naszály), the Day-care Kindergarten (Kocs) and the Tata Micro-region Old People's Home (Tata) – was successfully completed. The heating systems in all buildings were modernised, and they were provided with additional thermal insulation. As a result of the projects, energy costs have been reduced significantly as well, and the institutions have been able to save a gross 11 million HUF every year. The modernisation was achieved at a cost of 384 million HUF, of which the required own contribution (nearly 90 million HUF) was provided by the local governments participating in the development project. The planning for the development of the cycle paths connecting Tata and the surrounding municipalities has started. The design documentation of the cycle path has been prepared at a cost of 34.7 million HUF, won with the EU grant application. Within the framework of the project, "The implementation of the innovative programme in support of the reconciliation of work and personal life in the Tata micro-region", the opening and office hours of the institutions have been successfully rationalised, new services have been introduced, a family-friendly environment has been created at several offices and institutions, an information guide and strategic regional development documentation have been published, and public transportation has been aligned with working and school hours as well as the opening hours of the institutions. The project implementation costs amounted to 47.9 million HUF.

Let's take a look at certain data in particular, which led to our district being ranked as the 5th most developed!

Number of registered companies per 100 permanent residents (2014)	16.98
Number of guest nights per 1,000 permanent residents (2012)	937.06
Number of retail shops per 1,000 permanent residents (2014)	12.80
Ratio of employees in the service sector (2011)	56.43%
Local government taxes per 1,000 permanent residents (2012)	35,948 HUF
Distance to the nearest motorway junction (2012)	3.84 km
Number of Internet subscriptions per 1,000 permanent residents (2014)	255.12
Ratio of homes covered by refuse collection (2014)	91.7%
Number of cars per 1,000 permanent residents (2014)	347.23
Ratio of the migration difference per 100 permanent residents (2004-2014)	+5.05%
Number of deaths per 1,000 permanent residents (2014)	11.21
Youth index, ratio of the population 0-18/60-X years (2014)	68.92%
Number of people receiving regular social support per 1,000 permanent residents (2014)	1.89
Ratio of registered job seekers (2014)	4.25%
Ratio of long-term job seekers (2014)	34.02%

(Source: gvi.hu)



THE FUTURE

The association is embarking on the next EU grant application period with a number of projects and a two-fold goal. Firstly, they wish to implement development projects which will improve the current environmental situation in the settlements, making them both financially and environmentally sustainable, and

strengthening residents' link to their settlement. Secondly, they intend to develop the tourist attractions in the settlements and assign worthwhile services and functionalities to them. They wish to integrate all sites into a unified programme portfolio for tourists. In addition, they also plan to develop the current business environment, in order to increase employment.

All of these projects are planned to further improve the development and reputation of the district, and have an impact on the living conditions of residents and the success of local companies, which can contribute to an even more prestigious ranking for our district in the next research, making us worthy once more of the "model district" title.



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 Kleberg 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 Gyórfy 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.



SECURITY COMES FIRST IN THE TATA DISTRICT

People in the Tata district can live and work feeling secure. This does not mean that the town is completely free of crime, accidents or natural disasters. Obviously, there are incidents which keep residents and the police force busy. But, based on the available data – explains Col. Gábor Friedrich, Department Chief – the district is safe.

The Hungarian Police are supervised by the Ministry of the Interior. The organisation is controlled by a central unit, the National Police Central Department, and has county (Budapest) and town departments, and local units. The county and Budapest departments have their own roles and responsibilities. Assigned to specialised duties, Border control departments and police departments operate as a unit under a central police department. The Tata Police Department operates in the Tata district. The area encompasses Baj, Dunaalmás, Dunaszentmiklós, Kocs, Naszály, Neszmély, Tardos, Tata, Szomód and Vértesszőlő.

Theft is the most frequent type of crime committed in the district, and burglary also ranks high on the list. There are cases of fraud which are

most frequently committed against the elderly, including internet and phone frauds. The frequency and threat level of these cases is lower than that of burglary. These types of crime create the greatest challenge for the police as they are typically committed by criminals travelling through the town, and they are often experienced, career criminals. However, the number of burglary cases has started to increase compared to statistics for previous years, although this is not confined to Tata district but is seen in the county as well. The number of priority crimes – such as theft, for example – dropped by 50% in our region in the first half of the year. For example, there has not been a single case of mugging this year. Luckily, no vehicles have been stolen either this year,

and the number of car burglary cases reported on an annual level is below ten. Investigating these cases poses a great challenge for the police force as a whole. The actual crime takes less than a minute and the culprit usually leaves no traces whatsoever.

In addition to actively investigating crimes, the Tata Police Department places great emphasis on crime prevention. Police units are on patrol 24/7 in the Tata region. Uniformed and plain-clothes policemen patrol the streets, mainly in the evening. To improve public security, Tata police have strong ties with the Civil Guard (active in Tata, Kocs and Naszály) and the local public area supervisory authority. The Tata Police Department has successfully solved and brought the perpetrators to justice in nearly 80% of cases in the first half of the



year. On top of that, nearly half of the priority crimes were successfully solved. These figures are considered to be good compared to the national statistics.

The Police Department co-operates with all local governments in the region as they also have responsibilities in regards to public safety. The department chief issues a report to the local council every year and, if need be, their representative attends public hearings as well. The chief is also present to address concerns and provide information at meetings organised by the Tata Regional Multi-Purpose Council. The chief organises monthly surgery times for the general public. In addition, he also receives visitors upon request. Policemen often hold crime and accident prevention sessions and presentations in educational institutions, and, fortunately, these workshops are highly popular with children. Tata's police want the town's residents to see them as a service partner, whose main role is in crime prevention and raising law awareness, rather than purely in law enforcement.

Reducing the number of road accidents has also been a serious challenge for the department as traffic has increased in the morning and afternoon peak hours on the main

roads in the town. To avoid accidents, Tata local government and the National Road Authority (the highway manager) have taken significant steps: Traffic lights have been installed for pedestrian crossings on main roads and crossroads throughout the town, and traffic islands and lights were placed in several locations. These measures have greatly improved traffic safety. Most accidents are caused by speeding, hence, a permanent traffic monitoring system has been installed at the crossroads with Baji út. The department also uses mobile speed radars which can be used anywhere on the roads.

A couple of years ago, the department changed its approach; now they want to show that their primary goal is not to give fines and penalise people. They would rather like people to see them as always there to give a helping hand, and that although they must handle traffic offences appropriately, an officer does have the option and the right to give a verbal warning. An official rule lists all cases in which officers do not have the right to decide whether to issue milder penalties or not. Recently, great emphasis has been placed on preventing drunk driving. In certain periods and in specific locations, all vehicles are stopped for a roadside

check, and the drivers are tested for alcohol. Drivers found to be intoxicated are taken to the police station. This new initiative seems to be instrumental in accident prevention, as drunk drivers are the cause of a large number of accidents involving personal injuries. Due to these continuous roadside checks, the number of accidents resulting in personal injuries decreased by 10% in the first six months of the year.

The surveillance camera system installed by the local government has also proved to be a significant step toward improving the town's public security. The camera system is useful as people with bad intentions may think twice before doing something illegal, once they see their reflection in the camera lens. The system also helps in investigations as the cameras don't just offer video material, but also search and other functions. There are several cameras installed along the main roads leading into the town and in Kossuth tér. The local government aims to install more cameras in the future, even though Tata has no public area that would require constant monitoring due to its poor security. The number of crimes committed does not increase during the summer months, hence, "seasonal crime" is not present in

our town. Summer festivals involve more responsibilities for the local police force, and for such a seasonal event, arranging and assigning safety measures are more demanding than performing crime-related responsibilities. Tata's local government provides ample financial support for these tasks. Fortunately, nothing out of the ordinary has occurred at these events in the past two years. Of course, there were some minor theft cases, and brawls or disorderly activity, but they were of a very low magnitude to have a negative impact on the events.

Currently, the migration crisis has given extra work to the department, even though the district is not being directly affected by it. Policemen from Tata have been guarding the fence built along the southern border for more than a year now. Last September, the town management expressed their gratitude to those officers for their exemplary approach and contribution. It was a unique

move on the town's part. The policemen were very proud of being appreciated by the community, in spite of the fact that the actual operation did not take place in Tata and did not directly benefit the town's residents.

Substituting those who are answering the call of duty at the border is a difficult task for the respective commanders, as the units still in Tata have to carry out their tasks so that the town's residents do not notice the decrease in manpower. Luckily, it seems that residents have not noticed any change in the police force. Currently, Tata's police are engaged in a nationwide recruitment campaign to find men and women to patrol the border. The new recruits will be commissioned at the border while units directed to the border from distant counties will be sent home. The Tata Police Department is also participating in the recruitment process, and quite a large number of people have shown interest so far because the department is open to anyone

who may wish to join.

The ultimate sign of success for the police department is to achieve their professional goals and set objectives, complete all legal proceedings and apprehend criminals and offenders. The PD believe that the greatest acknowledgement and confirmation of their efforts is if the district's residents give more positive than negative feedback. The local government has approved all the annual reports so far. Department employees have so far received awards and prizes on several occasions. The Chief Weapons Expert, for example, received an award at the county hunting day. Although feedback is mostly positive, they do sometimes receive negative comments, which are always seen as constructive, and opportunities to learn from their mistakes.



Stone-Cutter's House

THE STONE-CUTTER'S HOUSE CAN BECOME A CRAFT WORKSHOP AND INTERACTIVE VISITOR CENTRE

Town management developed its plan several years ago for renewing and utilising the Stone-cutter's House and the Calvary Hill, and have been waiting for the opportunity to implement this plan. The perfect moment has now arrived due to a renewed call for grant applications, which was launched within the Regional and Settlement Development Operational Programme, entitled, "Socially and environmentally sustainable tourism development". The work was thoroughly prepared, and the grant application only needed to be updated, the details having already been discussed.

NEW FUNDING CYCLE, NEW URBAN MEGAPROJECT

The town of Tata was fully prepared for the next European Union funding cycle (2014-2020) with more than thirty projects in greater or lesser stages of development. The new era has brought many new developments. The distribution system has changed, in that counties now have a bigger role to play; there are separate county development funds

and the Regional and Settlement Development Operational Programme (TOP) has been created. This year, within the frameworks of the above programme, the grant programme "Socially and environmentally sustainable tourism development" was launched, which aims to develop tourism in the county. The town has been wanting to add the Stone-cutter's House (Fazekas utca 62) and its neighbourhood to cultural tourism programmes for a long time. In 2008,

they made a project plan about this, and have been waiting for the right grant programme through which the implementation can be realised. The proper moment has finally arrived; the management and employees of Városkapu Zrt. and the Domokos Kuny Museum updated the previous 2008 plan, taking into account the criteria of the programme and thus created the new development concept. At their assembly at the end of March, representatives of the local

government made a decision regarding support of the project, and in the middle of spring, the project's owner, the Local Government of Tata, submitted its grant application called, "Tourism development of the Stone-cutter's House visitor centre and its neighbourhood". This programme laid out the plans for the development of the visitors' centre, the renewal of the Fellner look-out tower, the restoration of the Golgota sculpture, restoring visitor access to the chapel, and finally, a few landscaping projects in the neighbourhood. The total cost of the project was HUF 350 million which would receive a 100% grant if approved. The applications are being evaluated at the moment. The town has good chances, since it fulfils all the criteria in the call for applications. If our application wins, the procurement processes can be commenced shortly, and the project can be implemented until 31 December 2017.

KEEPING PACE WITH THE LATEST TOURIST NEEDS

Sport and active recreation play an increasingly important role in today's tourism in Hungary. Tourists now have an ever growing interest in spending their free time in a busy and memorable way. The town of Tata realised this in time, and which is why they established the New Kayak House Ecotourism Centre, which provides sport and tourism services for cyclists and hikers. Furthermore, the Fényes Nature Trail was developed, the English Garden was renewed and the Által-ér valley cycle path was built. Besides the cultural and active tourism experiences, the demand for gastro-tourism has also increased. In addition to spending their free time in a useful way, tourists now want to experience gastronomic pleasures during their trips and taste special dishes and drinks. Taking all of the above into consideration, the leaders of the town would like to renew the Stone-cutter's House and its neighbourhood so that it completely fulfils the new tourism demands. On the basis of pottery and sparkling wine production traditions in Tata, they would like to build a crafts workshop and interactive visitors' centre in the Stone-cutter's House, where gastronomy would also play a key role. The renewal of Calvary Hill is also an integral part of this project, where further tourist attractions would be presented to the general public in an interactive way.

STONE-CUTTER'S HOUSE

The most important element of the present programme is the reconstruction of the Stone-cutter's house (one of the most beautiful and oldest buildings in Tata), which was built at the end of the 18th century in the baroque style. It aims to prevent further decay of the listed building and to develop a visitors' centre which would contain several innovative elements and would make the property sustainable over a longer period. It would become a tourist destination, where visitors can gain knowledge and experience in an interactive and entertaining way.



Jakab Fellner Look-out Tower at Calvary Hill

The visitors' centre will be suitable for fulfilling the widest range of tourism functions, and provide a place for educational courses and programmes. On the ground floor, a craft brewery, cheese production, and fruit and vegetable drying workshops will be established. In these rooms, visitors can watch all of the phases of product manufacture and even have the opportunity to learn the brewing, and cheese-making processes during a short course in which they will make their own products. The ingredients are provided by local farmers, which means that the development will have a positive impact on the local market as well. On the ground floor, there will be a tourist information point, a restaurant, and a "green shop" where it will be possible to buy local handmade products. They also plan to build an outdoor smoker and woodcarving workshop, which will be open to the public.

On the upper floor, a pottery workshop and exhibition space will be established and pottery as an occupation will be presented, which has rich traditions in this town but is not yet appreciated as a part of Tata's culture. Also, the permanent pottery exhibition hall will be moved here from Tata Castle, and temporary exhibitions will also be held here to present current products and pieces to the general public. The interactive pottery workshop will provide an opportunity for tourists to try out clay moulding and modelling. The Domokos Kuny Museum would be responsible for managing the upper floor exhibitions, the pottery workshop, the functions of public collection and museum pedagogy, while Tatai Városkapu Zrt. would perform the tourism-related tasks.

CALVARY HILL

Based on the budget of the current application, it is not possible to achieve everything immediately of all of the developments planned for Calvary Hill. Thus the following can soon be implemented in the course of the project: renewal of the Fellner look-out tower, rehabilitation of the Golgota sculpture, restoration of the chapel and making it accessible to visitors, converting the water tower into an event venue and some landscaping projects. Later services and

attractions would be offered here, as in the visitors' centre, which would be interactive and provide a lasting experience, e.g. climbing wall, ball games and mini games, via ferrata, etc.

FROM PROJECT INITIATION TO OPERATING A PROJECT

The town management commissioned Városkapu Zrt. to develop the programme, and in case of a positive evaluation, most of the operation would also be made a part of their duties. Városkapu Zrt. manages the ecotourism developments carried out in the last few years - the New Kayak House Ecotourism Centre and its related cycling, water and hiking trails, the English Garden, the Fényes Nature Trail, and the Fényes Lido have also belonged to Városkapu Zrt. since May 2016. Thus, it became obvious that the Stone-cutter's House should also be managed by this firm. In addition to the fact that this local firm already has sufficient experience in operating tourist venues, the town management chose Városkapu Zrt. because they do not want to provoke competition between these venues and services. The goal is for these facilities to strengthen and supplement each other.

The Stone-cutter's House project contains a number of elements that

can entice tourists to return to Tata within a few weeks. The first might be this amazing experience: "I didn't intend to make beer by myself and I didn't believe that I could do clay turning", etc. Secondly, visitors can try out a number of craft activities, with each phase well separated in time, e.g. making an earthenware pot consists of the following activities: forming, drying, burning, glazing and burning again. If someone would like to learn how to make his or her own earthenware, then they would need to return a number of times. The same goes for brewing, cheese-making and drying.

The tourist season can be extended with programmes that can be visited all year long, which would have a positive effect both on the turnover of Tata's restaurants and hotels, and on the tourist tax revenues of the town.

Once these projects are realised, every corner of the town will offer ecotourism services, as the Tóváros area already has the New Kayak House Ecotourism Centre, the English Garden, and the Fényes Nature Trail in the area of the Fényes Springs. The centre of the town can also become a significant tourist destination following the rehabilitation of the Stone-cutter's House and its surroundings.



STONE-CUTTER'S HOUSE

Due to the geologically unique Márvány-hegy (Calvary Hill), stone-cutting used to be a key craft in Tata. The mining of Dachstein and Jura limestone, blue vitriol and tender stone began in the 15th century. The quarry was reopened by József Esterházy in the 18th century. Kőfaragó utca in the vicinity of the hill was once inhabited by stone-cutters and stone-cutters' servants. The building that we call the Stone-cutter's house today was not a domanial house, but probably belonged to a wealthy stone-cutter who wanted to show off his craftsmanship and rank. The transom gate and facade are also cut from stone. The beautifully-arranged, listed building offers a spectacular sight (inner court, wine cellar cut into stone, arched kitchen of the baroque side-wing), which is enhanced by the building's neighbourhood. The architectural character of our town reflects the fact that there was previously a large amount of stone here; the bases and curbs of the houses, churches, floor covering of monasteries, and stairs were all made from this stone.

CALVARY CHAPEL

The chapel was built in honour of St. Ivan (John the Baptist) in the 1300s. The Romanesque ruin church was demolished in 1754 and rebuilt on its foundations, according to the plans of Jakab Fellner. Fellner supplemented the truncated walls of the sanctuary, covered it with a mud roof and built a facade onto its south-west side. He placed a lantern tower on the top. The chapel was restored between 1908 and 1911. The damage caused by the Second World War was completely repaired in 1962-63. In 1980, an exhibition was held in the chapel in memory of Jakab Fellner.

CALVARY SCULPTURE

The Golgota sculpture near the chapel is the work of Antal Schweiger. The artwork made around 1770 depicts Jesus on the cross and the two thieves. At the base of Jesus' cross, there are Mary, Mary Magdalene, and John the Baptist.

JAKAB FELLNER LOOK-OUT TOWER

The forty meter-high tower was built by Antal Stieber in 1939. The building functioned as a shot-tower as part of the Turul Shot Foundry. It has been used for tourism purposes since the 1960s. There are nearly two hundred steps heading up to the open terrace at the top, where one can clearly see not just the whole town, but the mountains of the Gerecse and Vértes ranges as well. Similarly to the chapel, the look-out tower also commemorates Jakab Fellner who played a leading role in the development of the baroque urban landscape.

Golgota Sculpture



BUILDING A COMMUNITY

Within the latest TOP grant application, the town of Tata is to build the Magyary Zoltán Knowledge Centre and implement several other initiatives to create facilities for building a community and strengthening local identity. Our town may receive eight hundred million Hungarian forints in support.

In May 2016, new grant programmes were announced under the Regional and Urban Development Programme to implement local urban projects (CLLD – Community-led Local Development) managed at community level. Any town with a population over ten thousand is eligible to apply for support, in proportion to its population. The funds awarded can be spent on cultural and community projects and on implementing other programmes and initiatives, including, if possible, projects that can contribute to the development of the local economy as well. The grants may be used to refurbish cultural institutions, develop the infrastructure of community spaces, town districts in particular, purchase equipment, organise various activities for building a community and strengthening local identity, implement cultural programmes and pro-

mote community-based solutions for economic development.

The town of Tata is eligible for support in the amount of eight hundred million Hungarian forints. The communities applying for support had to specify in their Local Community Development Strategy what projects they would like to implement using the aid awarded to them. Our local government prepared its local community development strategy in June, which is based on the objectives outlined in the Magyary plan 2.0 (our urban development plan). The programme was put together with the help and participation of several organisations that play a central role in the community. A so-called Local Tata Action Group was established to function as a consortium in the future. It is led by the Municipality of Tata with Tata Városgazda Közhasznú Zrt. (the company owned

by the town and responsible for town management) to manage the organisation of the work of the consortium. Assistance in creating the strategy was provided by the community and regional development experts of HROD Community Centre for Economic and Social Development and Tenderauditor Kft. The Action Group was composed of fifteen members, including the local government and Tata Városgazda Kft., Városkapu Közhasznú Zrt. (a company owned by the town and responsible for Human Resources), the town library, the Tata TV channel as well as several private companies and NGOs. The goal behind creating the plan jointly with several participants was to ensure that the people living here, the local communities, companies and institutions are involved in forming the long-term plans for the development of Tata. The town management

declared in its 2008 Magyarý plan, and in its revised 2015 version, that it sees town-level cooperation as the strongest resource for its town development programme: We are about to launch a project for town, local social and institutional development that will be implemented with the consent and wide-scale involvement of local residents, and renewed in the course of continuous reviews."

Thanks to the workshops of the Group and the experts supporting its members, Tata's Local Community Development Strategy was completed in June, serving as the foundation for the town's grant proposal. Providing a situation report on the town from geographical, economic, cultural and social viewpoints including completed projects and forms of co-operation, the document determines the main, community-led directions of development and the projects to be completed with the awarded support.

The Action Group envisions this future for Tata: "Tata is a 21st century town – a centre in the area for tourism, education, culture, health care and public services. Tata's strong economy can ensure a living for all people residing here. Tata is the colourful centre of education in the spirit of life-long learning. Its training and educational range is high-quality and comprehensive. Modern cultural, sports and leisure time facilities and services are provided to meet the needs of those living in the town and the region as well as visitors to the town. It offers high-quality healthcare and a well-organised public administration system for its citizens. It can efficiently manage its built heritage and natural resources, preserving them for generations to come. Its environment is clean and orderly. It uses green energy in an innovative and sustainable manner in all areas of life. It is a liveable, safe and attractive small town with strong family and community traditions."

Inspired by this vision, the group designated seven directions for development that are indispensable for building a town community. One of the key components is the relocation of the Móricz Zsigmond Town Library to the Garrison Club, which is in need of renovation. The creators of the strategy identified this



investment as the central project in the application. The current community centre can no longer meet the increased and changed needs of the population, and the building is in an extremely poor condition. The library is also struggling due to lack of storage space and overcrowded offices. In 2014, the government transferred the ownership of the Officer's Club to the local government, with the potential of becoming a worthy home for the town library. The property at Ady Endre utca 12-14 would be renovated and the library moved there under the project and a new facility, the Magyarý Zoltán Knowledge Centre, would also be founded as a library and a community space. The building would have a lecture and conference hall primarily for civil organisations operating in Tata and the immediate region. It would also be home to a café that would be open to the public. The plans for the relocation of the library have already been completed. The town wants to use 34% of the award funds, two hundred and seventy-two million Hungarian forints, for creating the knowledge centre.

The Local Action Group would spend about 55% of the total amount that the town can apply for, about eight hundred million, on investment projects, with 12% for the work organisation and 33% on other cultural, community and community development programmes. In addition to the money for establishing the knowledge centre, an additional ninety-five million would be

spent on the development of indoor and outdoor community spaces, for creating and operating new spaces and purchasing equipment. With these investments, the town wants to provide meeting points, primarily for the young people living here. In addition to engaging with the local youth, the community spaces could promote the integrity of local society. The authors of the strategy would use the rest of the money for various other programmes. These include those that not only promote the integration of individuals but also strengthen the bond between community members and a sense of togetherness.

More than sixty-six million forints would be spent on programmes intended to preserve traditions. This amount would not only help groups, communities, organisations and institutions in the town that present folk values and traditions, since, by extending these programmes, the cultural image of the town could also grow. The grant programme would also provide an opportunity to rediscover the traditions of the historic wine region, and present Tata as the centre of it. By expanding the programme, the town would be better able to use the historic buildings and their immediate environment.

Seventy-four million forints would be used for new sports programmes, purchasing and leasing equipment, etc. The support provided for leisure time, sports and community development programmes could expand and stimulate local sports activities.

By extending sports activities, it would be possible to involve more young people in the communities of the town and increase the number of young athletes. All this would strengthen local identity for the long term and improve Tata's role in sport and recreation.

About fifty-eight million forints of the sum applied for would be used to support competence development and training as well as awareness-raising programmes. In the spirit of life-long learning, there are several informal competence development programmes and courses already going on in the town (in employment, education, lifestyle, digital literacy, etc.), but many people are not aware of them. Therefore, the development opportunities would be extended to several target groups: young people, the elderly, entrepreneurs, and those living in areas not covered by the big institutions. The programmes could also promote the integration of disadvantaged people. In addition, we would also support sets of programmes from the available award amount that could contribute to the development of local companies and, in the long term, could boost the town's economy. These programmes could include career guidance and orientation, job market expansion and self-knowl-

edge trainings.

About seventy-one million forints would be used to support programmes organised specifically for young and elderly people to promote competence in scientific, educational and technical fields. Although Tata is the cultural and educational centre of the region and the qualification of its population is above the national and county average, the gross value-added produced per capita lags significantly behind the national average, which means that we are not able to transform this existing knowledge into economic strength. This is partly due to the lack of modern scientific knowledge and partly to the shortage of technical skills. Therefore, the authors of the strategy believe it is extremely important to help build the skills and knowledge base of local people.

The seventh designated area is the support to be provided for career planning and orientation programmes and services. This is immensely important because 72.8% of registered job seekers in the district have higher education qualifications but still cannot find a job. One-sixth of the unemployed are below 25 years of age and forty per cent of them are over 45. The situation is worsened by the fact that school qualifications of first-jobbers

and the jobs sought by young people show very low correlation to each other. Therefore, it is extremely important to help young people find a job or change their career path by providing career selection and planning programmes and services. The authors of the strategy would spend sixty-eight million forints on these programmes.

The Action Group submitted the application based on the strategy at the end of June. At the end of the summer, the town was notified that the application had complied with the formal requirements and was suitable for assessment. The Action Group has already started to set up the work organisation and to work out the procedural rules for submitting proposals. This "jury" will evaluate the proposals submitted in the fields designated for support.

If the assessment of the content of our application also turns out to be positive, we will be witness to, or even part of, a very significant community-building process in the coming years, as the objectives laid out in the strategy are meant to address everyone in the community, including all of the businesses, organisations and institutions who call our town home.



Magyary Zoltán Knowledge Centre Design Plan



A NEW TOWN MARKET

2014 saw the opening of the local farmer's market. In response to great demand for quality products, it only took a year for this market to grow and become a true town market. With this in mind, the town's management decided to relocate the market to a more fitting area, and launched a design tender.

MARKET VS. SUPERMARKETS

The town market plays an important role in the community, as it acts as a commercial hub, and has several social and community-related roles, such as acting as a meeting place and forum. For centuries, towns were built around markets. With the emergence of supermarkets, the role of traditional markets has been steadily declining. Their decline was accelerated by the fact that markets failed to keep pace with the changing times in terms of infrastructure; there are never enough parking spots, and they are usually crowded and dirty. In most markets, even rainwater drainage systems were missing. Hygienic conditions were absolutely inadequate, and restrooms were often not provided at all. As a result, the range of services provided at these markets narrowed

significantly. People were suddenly unwilling to shop at markets as they were seen as dirty and inconvenient in comparison to supermarkets. The high product quality offered at the markets failed to counteract its negative reputation. The need for a farmer's market reappeared within the past years, due in part to the so-called gastro revolution. Therefore, new or renewed markets quickly became popular in Budapest and several county towns as well.

LOCAL DEMAND

Tata has recently witnessed an intensified need for a local market. The market is currently held in a parking lot in front of the shops along Oroszlányi út, where conditions are far from ideal: the market is exposed to the elements. In spite of this, more and more people are

shopping there, which means that it is now very difficult to find a parking spot. In response to this growing demand, town management decided to relocate the town market to a more fitting area. The town council launched a design tender for a market to be built in the north-western part of the town, where the so-called "Polish Market" used to be, on Új út. The development aimed to establish a modern market place which would be in line with the town's development concept in terms of image and functionality. The call listed several criteria, with one being that the market should be seamlessly integrated into the existing town structure; an "urban area" which should connect to public places, it should have plenty of green areas, and vehicle traffic should also be taken into consideration due to the busy nature of the market. The prospective market

building should be a commercial centre, and should be completely or partially covered to include space for commercial units, farmers and other services.

A POPULAR TENDER

Twenty-six designers competed in the design tender organised by the local government, of which four offices were local. Thirteen applications were received by the deadline. A panel of experts selected the winning design from local Hartmann Építész Kft. in August 2016. Throughout the evaluation, the panel paid special attention to the need to create a feasible and cost-effective market which wouldn't be expensive to operate. Applications could be viewed by anyone interested as they were put on display in the Fischer House for a few weeks.

THE DESIGN

The market envisaged by the designer primarily focuses on functionality, however, it also fits in perfectly with the surrounding environment and its building is quite unique. People will like it for sure, and farmers will be pleased to have the opportunity to sell their produce in such a place.

Currently, the site is accessible from two directions, from the north,

via Új út, and from the east, via Oroszlányi út. The designers hope to add a cycle path and a pedestrian path to these two roads. In addition, another road would be built from the north-west, in order to make the market accessible from multiple directions.

The main facility is to be erected in the north-western part of the site, parallel to Új út. On this side, a parking lot would be built which would be perfect for loading and unloading activities outside of opening hours. A covered area would be linked to the market building on the south-eastern side. This place would be a market place during opening hours with mobile stalls, and at other times, it would operate as a town square. The area would be covered by extendible shades. The protected trees on the north-eastern side would be left intact, the area would be completely cleaned and connected to the square, and a bike storage rack would be placed here. A line of trees is to be planted along the south-western boundary of the square, where there would be parking spots among the trees similar to the square's south-eastern side.

A clean and modern building would be built to be pleasing to the eye. The main feature of the area would be the partially-covered market square. The main emphasis would be on a roof sheet resting on circular sectioned pillars. In order to make it

more colourful and let in more light, the sheet would be open, and a small green area would be placed inside. Other market functions would be located in two "enclosed" boxes, underneath the sheet. The north-western section would receive four places for businesses which would be open outside the market's opening hours. The south-western box would house the restrooms and the storage rooms, where mobile stalls could be stored. The market management and food safety office would be in the north-eastern box. A partially-covered area of the building could be sealed off with a sliding gate, to provide protection outside opening hours.

Obviously, the permit procedure and the budget may affect its final shape and form.

IMPLEMENTATION

Hoping to use EU funding for the implementation, town management has thus submitted an application to the Regional and Settlement Development Operational Programme. Application evaluation is currently under way, and approval plans are being discussed. If a positive decision is made, construction will start in 2017, and the new market, Tata's newest community space, will open in 2018 at the latest.





OUR INDUSTRIAL PARK WELCOMES A SPRING FACTORY

In September of 2016, the first European production centre of the Japanese NHK Spring Hungary Kft. was opened in Tata Industrial Park. The automotive industry supplier's new spring factory uses the most modern manufacturing technology. The presence of Japanese companies in Hungary has made an invaluable contribution to the positive performance of the Hungarian economy in the last few years. Tamamura Kazumi, CEO of the company group, announced back in the beginning of March 2015 that in response to the increased number of European orders, they would build a factory in Komárom-Esztergom county, where they plan to produce 3.5 million car springs and 1.2 million stabilisers by 2020.

The history of the spring manufacturer's factory in Tata dates back

to 13 October 2015, when (after the official opening ceremony and welcome speeches) one of the cross-beams was put in place, and signed by special guests. They have been planning this investment for years, bringing advanced technology to the town for their 8 hectare site.

The parent company, the Japanese NHK Spring, has been active on the market since 1939 and has more than 20 thousand employees. Their products include automotive industry springs, rail parts, access control systems, high-rise car park systems and IT parts. According to the data from 2014, the equity capital of the company is 17 billion yen and their revenue is 570 billion yen. Currently, NHK Spring Hungary employs 32 persons at its new factory in Tata.



Short interview with Nishioka Katsuyuki, Managing director of NHK Spring Hungary Kft.



WHY DID NHK SPRINGS HUNGARY KFT. CHOOSE TATA?

As a Japanese company, the NHK company group was primarily a supplier to car manufacturers. The company group recently made a decision to expand its manufacturing activity and to break into the European market. Since the car manufacturers to whom we can be potential suppliers are mostly located in Central and Eastern Europe, we aimed for this region. We started to collect information on three countries concerning the kind of investment possibilities and industrial parks that they may have. Finally, we chose the Tata industrial park in Hungary, because it is located in a very advantageous place for freight forwarding. From here, we can reach Germany using the M1 motorway, as well as other countries, where there are the largest factories in the European market.

HOW DID THE TOWN REACT TO YOUR DECISION TO BUILD A FACTORY HERE?

The positive attitude of Mayor József Michl gave us the final push in our decision. When we were looking for the right place for our investment, we considered industrial parks in other countries. We had negotiations with a number of town leaders out of which the attitude of the Mayor of Tata stood out. Nowhere else did we face such an open-minded and welcoming attitude. He is a man of action, not just words, and became a reliable partner. Everything that he has promised so far has been done, such as the development of the industrial park's infrastructure. His personal and warm attitude helped us make the final decision and in the end, we chose the town of Tata. Besides Mr. Michl, another important

person was the head of the industrial park. Under the management of Gyula Fekete, operations in the park are in good hands and it's developing too. We also leased our temporary office from his company. We experienced openness and a great deal of help from the people of Tata, and this did not change when we started this project. We continue to have a great relationship with them. Any time we face unexpected difficulties, such as signing public utility contracts, we can rely on both the Mayor and Gyula Fekete, and we are very grateful for this. Subsequently, I can still say that Tata was the best choice.

I HEARD THAT YOU HAVE ALREADY CHOSEN THE MEMBERS OF SENIOR MANAGEMENT AND IT IS A VERY GOOD TEAM. COULD YOU SAY SOMETHING ABOUT THEM?

As a greenfield investment, there were a lot of unforeseeable problems and difficulties both in the course of construction and in the launching of the company. Therefore, I endeavoured to select employees who are open-minded and seek opportunities for cooperation. People who don't say that, "it is not under my area of expertise" or "I do not want to deal with this", when a problem arises, but are instead eager to help each other and brainstorm together. When we face a difficulty that none of us has experienced, we must learn how to deal with it, then we try to find the best solution together. Based on past experience, we have managed to do this. I am very satisfied with our new team.

ACCORDING TO YOUR PLANS, YOU WILL GUARANTEE WORK FOR ONE HUNDRED EMPLOYEES. HOW ARE YOU PROCEEDING WITH THE RECRUITMENT?

We will reach one hundred employees in three years. At the beginning of next year, we would like to start shipping products to our customers so the initial team must be complete by then. Before then, we plan to hire another 30-35 employees. Currently, the total number of employees is around 30 people, including the entire management. We are now seeking engineers and operators, mostly for technical jobs. We hire skilled workers at the end. We are building the organisation from top to bottom.

WHY IS IT GOOD TO WORK AT NHK SPRING HUNGARY KFT.? WHAT ARE YOUR "BUZZWORDS"?

Those who work with us can be the part of the birth of a totally new company, which is always a very exciting opportunity. In the long run, I would like to turn NHK Spring Hungary Kft. into a "homelike" company. By that, I mean that the employees should enjoy working here because we have a positive atmosphere and a secure working environment. The employees see when I have a better or a worse day and I don't think that is bad at all. If we are always straightforward, then it becomes possible to develop relationships of trust with colleagues, which is invaluable in an efficient and fast-working environment.

BUSINESSES IN TATA REGULARLY SUPPORT LOCAL CIVIL LIFE, TOWN EVENTS, EDUCATIONAL INSTITUTIONS AND SPORTS CLUBS. WOULD YOU LIKE TO SUPPORT ANY OF THE ABOVE?

We are planning to join the local community life at a certain level and to contribute somehow to its development. I haven't spoken with the management of the company group about this but I was thinking that we would support social issues, not just locally but nationwide as well, such as taking part in training engineers. We can see that Hungarian professionals are very good but their numbers are low, and they go from one company to another seeking better conditions. It would be better for the whole country if their numbers could be higher. We can support their education with training and practical tuition. As a Japanese company, we think in the long term, therefore we could attract primary school pupils to science and the beauty of engineering with the help of factory tours and other activities.

WHAT DO YOU EXPECT FROM THE TATA FACTORY? WHAT ARE YOUR FUTURE PLANS AFTER OPENING THE FACTORY?

Presently, our most important task will be starting mass production. It takes about half a year to start up all of the equipment and we could then ensure quality that fully complies with customers' expectations. I

think that the manufacturing industry is not an impersonal and material world. We can manufacture good quality products, if we do everything that we can possibly do, therefore, we make every effort to provide customers with excellent products. To ensure this in the long run, we will pay special attention to continuous training of our colleagues.

HOW DO YOU FEEL IN TATA? HAVE YOU MANAGED TO BECOME ACQUAINTED WITH THE TOWN?

It became clear to me during my first few visits that Tata is a place that is worth seeing as a tourist due to its rich history and historical traditions. When I moved here last October, my Japanese colleagues (who were already living here with their families) suggested that I move to Budapest and commute to work from there, whilst considering the special Japanese cultural aspects and customs. Since my wife also came here in April, I chose the capital as our new home. After I moved to Hungary and started to work in Tata, I have got to know the town better and better. By having lunch out in the town every day and booking accommodations in the town for Japanese colleagues visiting Tata, I made contact with a lot of people. Based on the conversations I had with them, I think Tata is a town that is good to live in, because the environment and education is ideal for families. If I were Hungarian, I would have really chosen to live here.

DO YOU HAVE A FAVOURITE PLACE IN TATA?

The factory building is the closest to my heart (he tells me with a laugh - editor's comment). I really like the Old Lake and the area around the old plane tree. This place symbolises Tata to me. Around the castle, history and nature "embrace one another". A special feeling always comes over me there. In terms of restaurants, there are many places I really like, where high quality culinary experience at a reasonable price are offered. Whenever a new employee is hired, the whole team goes out to lunch and we also celebrate birthdays together. Fortunately, we have multiple choices to choose from.



ARTS AND CULTURE

The Domokos Kuny Museum operates in the county museum system, and is one of the oldest museums in Komárom-Esztergom county, home to the Piarist collection in Tata. The collection and operating territory of the museum extends to the western side of the county but has jurisdiction in archaeology over the entire county. As a professional methodological centre, it supports the work of the museums in the county. The institution has been operated by the town of Tata since 2013. It has three exhibition sites: the exhibition of Greek-Roman sculpture copies, which will move to Komárom in 2017, the German Nationality Museum

and finally, the Castle museum, which was clearly the most popular having been visited by 54,769 people between April and October of 2016.

As a public collection, its duty is to collect, organise, and keep archaeological, ethnographic, historical, numismatic, fine and applied arts and natural science records as elements of cultural heritage that are to be made accessible to researchers and the general public as a way to preserve past, and historical values and traditions of the county and of the town of Tata in particular. In support of this, the institution is involved in large-scale digitisation of its current 88,364 inventory items.

Many of them are now available on the museum website (1,866 pcs), and the remainder can be found in the Europeana database (6,414 pcs). Europeana is a collection site, which makes available the digitised items of European public collections that are for worldwide research.

Prior to various investments, archaeological research (mostly observation) took place at several locations in the county. Research of Vitány Castle is the most important of these, with the main goal being preserving the monument in the forest with the limited grant budget. (Vitány Castle is a castle located in Vértessomló, near the northern slope of the Vértes Mountains, next to the 417-meter high Nyerges-hill. The ruins of the small castle have an irregular, approximately pentagonal layout with an internal tower located at the top of a smaller cone covered with woods.) Conservation of the walls must be preceded by archaeological inspection due to the lack of preliminary archaeological inspection in the past. Over the course of the research of the castle, several artefacts of renaissance stonemasonry, everyday life and the Ottoman-Turkish conquest in the 16th century were discovered. During the archaeological research, traces of the early medieval past of the one-time settlement were





found in Kossuth tér, prior to the planned construction of a residential building in the main square of Tata. Iron tools, ceramic fragments and stove tiles indicate the status and lifestyle of the wealthy people who lived on this site. The fish-scale fossils found in a pot exhibited here are especially interesting. The third significant research site is the excavation of a late Roman internal fortress in Környe, which will be conducted together with the University of Pécs. A new arch was found belonging to the eastern gatehouse, discovered in 2013, which proves that there were large towers in this fortress with walls thicker than 3 meters and a diameter of about 15 meters on the two sides of the gate. This construction of the Környe fortress is unique in the network of internal fortresses.

Historical research was conducted in order to better understand the recent past. Recordings from the local events and documents of the 1956 revolution and war of independence emerge from this. The Historical Collection of the Domokos Kuny Museum was expanded to include the history of Dr. Mészáros Gábor, who was a key member of the revolution in Tata. Several revolutionary documents, letters, and a poetry collection consisting of 197 pages became part of the historical collection, in which he walks us through his arrest, trial as a political prisoner and years in jail. Besides this heritage, several interviews were also made with living eye witnesses, which we can use to expand our knowledge on the events of 1956 in Tata.

Another significant collection

started this year and will determine the work of the institution for many years. The staff of the museum have started to explore the world of craftsmanship. Artefacts (workshops, former tools, sample treasures, photographs, archives and documents) will add to the ethnographic collection of the museum together with interviews with living craftsmen, their family members, and descendants. The research provides a great opportunity to learn about craftsmen society, possibilities and work. Additionally, young people will have the chance to learn about work processes, ideas and products that existed before computer-controlled machinery, i.e., mass production.

The institution is in good standing, considering the major expansion of its collection. This year, we have managed to develop the collection to include more than 2,000 postcards (not so well-known but related to Tata), which will be available for public viewing on the museum's website. Mihály Jankó's photograph was found among those recently acquired, probably because he was the stock director of Tata Manor for decades. The research contributes greatly to understanding the social and personal aspects of craftsmen life. Fortunately, the Fine Arts Collection was expanded with some Dobrosláv paintings that relate to Tata's residents and history. The radio collection that has an exhibit in the museum is considered to be a new field and was recently presented in the village of Tardos.

The pieces included in the collection must be restored many times,

especially if a piece was found during an archaeological dig. The most interesting restoration project of this year was the conservation of textile and cloth residues that were found during an archaeological dig conducted in the main square of Tata in 2015. The mob cap and clothing of a Tata woman living in the 17th century were found among these artefacts.

Research is made for private record-keeping in the museum, but it later becomes available for the wider professional public via articles and publications published in certain special fields. The museum endeavours to publish the new results in its annual yearbook, for those who are interested. Another publishing opportunity is via scientific conferences. In 2016, the "Castrum Bene" conference provided a good opportunity for domestic castle researchers to meet with each other and become familiar with the results of the local research projects and the newest castle digs.

The museum offers programmes in its exhibition halls for local residents and visitors to the town and county, both for adults and children, which strengthens the identity of the local community, patriotic spirit and efforts to boost tourism.

The archaeologists' processing system was presented by two archaeological exhibitions. The first exhibition called, "The ruins of Vitány Castle" presents the results of its extensive excavation projects over the years the history of the castle, and the artefacts discovered, by presenting the object culture of the 13th-16th centuries. The other temporary exhibition recalled the mood of the 16th century: "At the meeting point of cultures - Eating habits in the border castles of our county in the Turkish era". Here everybody could see the eating habits, foods and pots (used for eating) of the Turkish and Hungarian soldiers, and the visitors could see food recipes from that



time as well.

Introducing works from contemporary artists is always an important event in the life of the public collection. The Domokos Kuny Museum organised the Cave/Grotte exhibition in the Turkish archway for the fourth time. The topic of the exhibition: "Without history." After the Domokos Kuny Museum issued a nationwide call for young fine artists, art came from a lot of different places (similar to previous years), which was displayed to the public after professional evaluation.

Expansion continued of the permanent exhibition in the German Nationality Museum. This year, information boards presenting crucial moments in German-Hungarian history received a new place in the building.

The collection is well-known in Hungary and abroad as well. This year, many works from Ferenc Martyn were exhibited in Ireland in honour of Irish-Hungarian friendship.

The museum organised high-standard programmes too. The first Tata Geotopical Day was organised together with the Department of Physical and Applied Geology at ELTE and the Tata Geologist Garden in the castle, for the expansion of our natural science collection. The large, interested crowd were introduced to minerals, rocks and fossils through a family day. The Playhouse, quizzes and performances made the event all the more interesting, and everyone learned about the rocks of the town thanks to an educational trail.

The museum pedagogy programme of the public collection fits well into Tata's "Child-friendly Town" initiative. Activities related to the "Tata subject" were borrowed from the practice of provincial museums. Through these activities, students learn about the sights, artworks, town monuments and their roles in the past.

In the summer, there were two



types of camp for the younger audience. The "Blue camp" and quiz presented the natural and man-made heritage of Tata. The location was the Tata Water Castle. The first topic was the appearance of water in Tata in the form of springs and caves, while the second topic was the utilisation of water: mills, gardens and military constructions. The young museum-lovers in the camps visited these water locations in Tata with the help of professionals. The art camp for children also filled up quickly with applicants. The name of the camp was "Palet-tata" (palette + Tata). The interested children became familiar with the works, topics, techniques of artists who lived in Tata and had the chance to try out these techniques. Artists introduced the basics of painting, graphics, silk painting, watercolour and sculpture to participants.

This year, the museum pedagogy is available for even more children, and ensures activities for a significant number of kindergarten children. This way, young children can also benefit from the museum's services.

It is important for the Domokos Kuny Museum to play an increasingly active role in the community. Through various programmes, the institution provides job opportunities for disabled people and for fresh graduates. In the summer, more than 40 students worked in the collections department of Tata Museum, which gave them an advantage in learning how to arrange collections, and they learned new skills as well. The institution ensures voluntary student work both in the field of

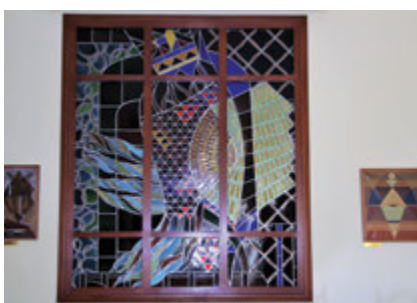
public education programmes and digitization (sometimes, an interview is made with the elderly).

The museum has a mutually beneficial relationship with local pensioner groups. Many programmes are organised at their request and according to their interests.

The colleagues' expertise helped the research of several settlements in the county. In Baj, they helped prepare the "Memorial room", and finished stock-taking of the local historical collection as well. The programme, "Visiting the museum", which has been organised at a different settlement every year, was a great success among members of the German community in the county. Both the local German municipality and German organisations in the county and several towns of the county participate in this programme with great enthusiasm. This year, Csolnok introduced itself with a small chamber exhibition and a different cultural programme every month thereby introducing the settlement and its traditions on a wider scale.

Fortunately, the questionnaire of an 1869 census was preserved, which has been processed by the museum with the help of student workers in the last few years. The database belonging to the District of Tata will be made available to the public soon.

Based on the above, the Domokos Kuny Museum is a significantly important institution, not only in the scientific and research fields but in supporting education as well.



STORIES FROM OUR TOWN'S RENEWED MAIN SQUARE

In December 2015, the newly renovated Kossuth tér was opened in the heart of Tata and quickly became an outstanding community space as a result of the European Union project, "Renovation of Kossuth tér in Tata town centre for the preservation of its values". The year of 2016 proved that there was a real need for a modern square, but one that can preserve our traditions in line with the wonderful, natural values of Tata, by providing a worthy place for ceremonies and meetings. Numerous events, ceremonies and programmes were held in the square during this year, while on ordinary days it plays an important role as a favoured meeting point for the people of Tata.

In March, we had an event to really drive away winter on the "Sunday of one hundred flowers", when dancers from two of the town's folk groups, Kenderke and Pötörke, filled the square with a hundred ladies and girls, all dancing in the only dance and play of the fasting period. The participants sang together and the audience joined in at the end of the women's round.

On March 15th, our national holiday in commemoration of the 1848-49 revolution and freedom fight, the local government of the town of Tata honoured the event by organising a ceremonial procession. Moving through the entire town, the final station of the procession was Kossuth tér, where a new national flag was inaugurated on Hungarian National Flag and Coat-of-arms Day, and our local government awarded the students and their teachers who achieved outstanding results at national and international school competitions.

In April, on Hungarian Poetry Day, we organised the event, "The Town is Writing Poetry", in which the pupils of local schools and kindergartens recited the most beautiful poems of Hungarian literature at various venues in the town. The event started on Kossuth tér, where hundreds of kindergarten and primary school pupils

recited their favourite poems during the day, following the announcement of the results of a novelette-writing competition for students.

May witnessed another spectacular event surrounding the selection of the Whitsun king and queen, followed by the Whitsun parade, and the release of pigeons into the air. Local people were entertained with a dance house by several folk dance groups and children enjoyed playing in a playground. The Tata Patara Festival, Europe's most famous historic festival from the Turkish era, was organised at the end of the month around the Old Lake. The festival had a new venue in 2016. Kossuth tér was home to the Military Bands Festival with nearly 100 musicians taking part. In addition to the host orchestra from Tata, bands from Kaposvár, Szentendre and Szolnok came to perform at the Festival. In addition to these individual concerts, there was time for a jam session as well as a military display and a music parade across the square.

The Gottwald Café and Delicatesen recently livened up the everyday life of the square, and has become one of the favourite meeting points for the residents of Tata, with its diverse, colourful flavours and classic atmosphere. The interior of this unique building, which has been renovated to a high standard, and opened in early summer, can now accommodate 30 guests and a group of 20 in its luxurious VIP conference room, with tables placed on the square for guests to relax and have fun. The café offers both classic café and confectionery desserts and drinks as well as special coffees roasted in house, local wines, and fine dishes. Since its opening, the café has been home to numerous meetings and events arranged for families, friends and businessmen.

August 6 was the day of the 23rd Tata Mini Marathon. The 14 km-long individual and group race has been organised in the town since 1984, and is also an official preparatory race for

the Wizz Air Budapest Half Marathon held in September. To the delight of sports fans, we were able to include the renewed Kossuth tér in this race in 2016, and the fans and supporters could cheer on their favourite runners from the town's main square. Obviously, our twin towns were also invited to participate, and numerous nominations were received from various parts of the country and abroad. The Tata Mini Marathon is not only special for its more than 3 decade-long tradition, but for its route that runs through the natural and man-made heritage of the town, showing off the most beautiful parts of Tata.

On August 20, the people of Tata gathered together on Kossuth tér to celebrate the founder of our state, Saint Stephen. In addition to a festive event, the prizes founded by the local council were also awarded on this occasion. The local government of Tata presented awards to six individuals and one community in 2016. The award of the highest distinction, the King Zsigmond Prize of the Town of Tata, is awarded to those who have significantly enriched the material, intellectual and moral values of the town, and increased the national or international reputation and position of Tata through their work and activities. This year, it was awarded to art historian, Mónika Kövesdi. Two individuals and one community were awarded the golden prize last year by the town council, namely architect and designer Anikó Markos, Mrs László Schenk, President of the For the Rainmen Association operating the Saint Gregory Residential Home, and the Szöllősi Winery. The silver prize for the Town of Tata was awarded to two people: Music Teacher, Marianna Dezső and certified architect, László Molnár. Finally, the bronze prize for the Town of Tata went to Imre Kun, President of the Tata Pensioner's Club. The ceremonial event ended in the evening with a classical music concert involving performers from Tata and Tata-bánya.



In addition to sport, culture and traditions, technology also found its place on the square, where special veteran cars competed in the Historic Regularity Rally in October. This series of races is popular all over Europe and has four rounds, with one of them taking place in Tata in 2006 in which the competitors had to complete a special trial as well. The finish in the fourth heat was Kossuth tér, for cars manufactured before 1990. The competing cars included Ladas, Skoda 130RS models, Trabants, Skoda 120S models, Porsches, Wartburgs

and several other old timers.

October offered another opportunity for the people of the town to get together to commemorate the 60th anniversary of the 1956 revolution and freedom fight, by honouring those who took a stand and sacrificed their lives in 1956 with a memorial parade. The ceremonial parade started on Kossuth tér and passed six stations.

Then in December, just as in 2015, the wooden shops of the Advent Fair were again installed on the square, acting as home for one of the nicest

festivities of the year, the period of Advent preparations before Christmas. The square was all lit up and local producers and artisans sold their wares. In the evenings, local kindergartens, schools, artist and artistic groups performed and presented their work. Whilst relaxing with a glass of mulled wine, with the smell of freshly baked "chimney" cake and gingerbread wafting in the air, we all agreed that it was good to be in the 'living room' of the town, the renewed Kossuth tér of Tata.







OUR MAJOR EVENTS - FESTIVALS AND MEETINGS

Our town hosts several major cultural events and festivals every year to attract local, national, and international visitors. These traditional events are becoming increasingly popular, attracting hundreds of thousands of visitors a year. Following our traditional schedule, in 2016 we organised a number of large, highly popular festivals: Tatai Patara; Tatai Sokadalom; Water, Music and Flower Festival; Baroque Festival; Old Lake Fisherman's Festival and Wild Goose Festival.

The opening event of the season was our famous historical re-enactment event, the Tatai Patara, which is one of the most significant 16th century re-enactment events in Europe. This colourful and exciting event attracted re-enactment groups from Poland, the Czech Republic, Germany, Belgium, Slovakia, Russia and Hungary, and provided a perfect opportunity for those wishing to time travel back to the days of the Ottoman Empire and the siege of Tata Castle.

The following event was Tatai Sokadalom, which is popular with families and aims to recreate the atmosphere of traditional town fairs. The venue for the event has been the English Park since 2000. This unique folk culture festival strives to preserve and present folk traditions

with the help of contemporary and modern art, to take traditional folk art into the future.

The last weekend in June witnessed one of the largest and most popular events in Tata and the Central Transdanubian Region; our famous Water, Music and Flower Festival. It ranks among the ten most popular Hungarian festivals. This family festival lasts three days, and is staged at multiple venues. It boasts nearly two hundred displays, exhibitions, cultural and sports events for adults and children alike, accompanied by a traditional street fair, fireworks and an air show.

In August, we organised our extremely popular Baroque Festival for the 17th time. Our town's beautiful natural surroundings and breathtaking Baroque buildings provide an unparalleled venue for this well-known event, attracting a large number of visitors. A unique part of the festival is Ervin Schiffer's International Music Master Course, which offers perfect opportunities for young and gifted Hungarian and international musicians to develop their skills under the supervision of professional tutors. The Master Course receives students from 14 different countries. This year, there were 40 participants, who held an unforgettable concert to end the course.

A major event of the autumn sea-

son was the Old Lake Fisherman's Festival. It attracted fish soup specialists from all over the country and proved that nothing tastes better than real Hungarian fish soup. Other fish dishes were served alongside the fish soup, with a few bottles of Neszmély wine. Besides gastronomy, the main theme of the event included a wide variety of interactive shows that provided great entertainment for children and adults alike. There were exhibitions about the art and history of fishing, a wonderful mobile fish tank that introduced the underwater world, and traditional fishing equipment on display to bring the profession closer to home.

Nature enthusiasts visited our Tata Wild Goose Festival for the 16th time in November. The perfect setting for this event is the Old Lake, which, at nearly 700 years old, is Hungary's oldest artificial fishing lake, covering some 220 hectares. Hundreds of years ago, wild geese from the vast expanses of the Eurasian tundra found a safe resting place here during their long flight, and return every November to spend the winter months in Tata. The huge flocks of geese soaring over the lakes are a real delight for nature buffs.





REMEMBERING THE 1956 HUNGARIAN REVOLUTION ON THE SIXTIETH ANNIVERSARY

For a short time after World War II, it seemed possible that a more democratic legal, political and social system could develop in Hungary. Various social groups organised themselves in numbers and with a spirit never seen before. The Soviet-controlled communist party worked in the shadows of this process. Soon after the election results were in, they gradually shut down political organisations representing the majority of the Hungarian population in only a couple of years. The Communist one-party-system in 1950's Hungary is one of the darkest eras in our history. However, following Stalin's death, the Soviet system immediately started to crack. This party infighting eventually reached the Central and Eastern European satellite states, and events in Poland pushed the growing discontent in Hungarian society to the brink.

The spark of the October events was lit by gatherings and demonstrations organised by university students. From there, events accelerated, and Hungarian society as a whole seemed to awaken. Picture the best and brightest of the former intelli-

gentsia and working class alike as they followed the students and took to the streets. Peaceful but strong signs of rebellion took hold in the streets of Budapest; Stalin's statue in Budapest and many other symbols of communism were toppled and the news quickly spread to other cities, encouraging local rebellion. Street demonstrations turned bloody for the first time at the Hungarian Radio, where the communists fired upon peaceful protesters; inspiring more clashes at multiple locations in Budapest within the following days. Nevertheless, the social rebellion suppressed in 1947-1949 soon started to re-organise within a matter of days, seemingly out of nowhere. Members of the revolution came to a unanimous agreement about its primary goals: independence and neutrality; a multi-party system and political freedoms. Everything else was deemed to be just small details to be determined by the new system of the future Free Hungary. Hungarian society of 1956 was able to organise so organically and with such strong unity because it still had a direct memory of, and connection to, the Hungary

of old that was once trying to develop and gain freedom.

The people of Tata received the official news on the radio, which described the experiences of those returning from Budapest. The revolution came to Tata on the 25th of October, when obstetrician Dr. Gábor Mészáros wrote a telegraph supporting Imre Nagy and the revolutionaries. On the 26th of October, most of the town awakens. Demonstrations filled the streets, Soviet monuments and symbols were toppled, and major public institutions were later taken over. The two military bases close to Tata were an initial threat to the revolution in the town. On the evening of the 26th of October, soldiers attempted to retake Tata's police station, then under rebel control. Tragically, lost in the heat of the moment, the commander ordered the soldiers to fire, resulting in the deaths and severe injuries of many rebels.

A second bloody tragedy happened soon after, at the Baj barracks near Tata. Young miners from Tatabánya tried to steal weapons there. After their unsuccessful attempt, they



headed
home.

But, for reasons still unclear, they were fired upon from the barracks, and most of those on the truck died; whilst others were severely injured. After these tragic events, many soldiers switched sides in the revolution, bravely standing up to their political officers. The armoured officer school in Tata was a fine example, where university graduates were trained as army reserve officers. Students of the Budapest University of Technology led the way in organising the revolution, and 100 students from the officer school with degrees from the University of Technology joined them. A telegraph was sent ensuring the people of Budapest of their support. The officer school graduates were instrumental in encouraging successful cooperation between the city's inhabitants and the army throughout the early days of the revolution.

Next, revolutionary organisations were created in the town of Tata and its district; residents played an active part in the democratic changes. Tata revolutionary leaders were active in creating and leading revolutionary organisations both in the county and in the Trans-Danubian region. Thus, a nationwide revolutionary administration was established in two weeks, the press

became free, and parties prepared to reform themselves. Such achievements could have only been crushed by a foreign military power. The Soviets pretended to withdraw, then, just after foundations for the newly free Hungary were laid, the Soviets invaded the country armed with a fearsome military force on the fourth of November. Fighting started in Budapest with many casualties. In Tata, the Soviets quickly seized the military bases. Revolutionary leaders were ordered to cooperate, in order to encourage and, more importantly,

legitimise the work of the Working People's Party functionaries who were just coming out of hiding.

Tata revolutionaries, including a number of military leaders, refused, later paid a heavy price in the form of prison sentences and social stigma. Residents soon developed passive resistance against the Soviets and the Party. Throughout November and December, more demonstrations and strikes were organised in the country, linked to national rallies.

The true testament of the 1956 Revolution was our community's active participation and willingness to come together to organise. Every Hungarian revolution has its own beauty and ability to change the future, but this type of social self-organisation is a unique phenomenon. As the foundation of revolution against communism, 1956 could serve as an example of the events that led to regime change in 1989.

Although Hungarian society has changed profoundly since then, and many no longer have a connection to the revolution, the demands and goals of 1956 remain one of the only areas of common grounds in politics. The revolution failed, but for three decades, it gave our souls hope that Hungary would once again be free.



RELATIONSHIPS BETWEEN TWIN TOWNS

Cooperation between European cities has long existed throughout history. These relationships were based on economic, political or cultural cooperation. The modern concept of twin towns and sister cities emerged right after WWII - an effort to heal relationships wounded by war, and to build bridges between citizens of various nations. It quickly became obvious that peace within a unified Europe could not be achieved without help from local municipalities and active participation from their citizens.

Twin town and sister city relationships are essentially formed by the civil sector; i.e., on citizen initiatives. Though formal cooperation is established by the local councils, the relationship will only be sustainable and successful if it is supported by private persons, institutions, organisations, and eventually, the business sector.

Equality is the foundation of twin town relationships, and it influences all actions, intentions and future plans, right from the beginning of the official relationship. The local government represents its citizens as the first among equals and as such, it strives to harmonise and - if possible - support a wide variety of activities throughout the relationship.

The Council of European Municipalities and Regions monitors the number of twin town relationships between European settlements and

local governments. The total number of registered relationships in all countries is approximately forty thousand. However, as every relationship is built between at least two partners, the current number of European twin town relationships is probably about twenty thousand. Remarkably, according to the 2010 data from twinning.org, operated by the council, Hungary is the second most active European country in forming relationships, an impressive fact, considering the number of inhabitants. (The top spot in this comparison goes to Estonia.) Tata, with twenty-four thousand inhabitants and 9 twin town relationships, is well above the Hungarian average of 1.7 relationships per ten thousand inhabitants.

TATA'S TWIN TOWN RELATIONSHIPS

The history of our twin town relationships goes back to before the democratic transition in 1985, when the town council at the time decided to establish cooperation with the Dutch town of Alkmaar. To the best of our knowledge, it was the first twin relationship between Hungarian and Dutch towns. Nearly two years later, the town council formed twin town relationships with the German town of Gerlingen in 1987. In retrospect, our town's first few steps toward building relationships with Europe-

an neighbours can be clearly seen internationally as a political step; a pre-indication of the imminent political changes to come, despite the fact that all activities and developments in the relationships were closely monitored by the socialist regime.

After 1990, twin town relationships significantly opened the Eastern European countries to the West, introducing them to the peoples and cultures of their western neighbours. Eventually, this served to promote expansion of the European Union. Thereafter, our existing twin town relationships have grown stronger, and our town's first freely elected local government entered into a co-operation agreement with two new towns: Dammarie-lès-Lys in France, in 1993 and Arenzano in Italy, in 1994. At the turn of the century in 2000, we also managed to create a "twin town triangle". We established official relationships with Montebelluna, the Italian twin town of Dammarie-lès-Lys. In 2004, our twin town relationship with Pińczów became official.

The motivation behind establishing twin town relationships with Alkmaar, Gerlingen, Dammarie-lès-Lys, Arenzano, Montebelluna and Pińczów is to recognise the necessity of mutual understanding, respect and cooperation between nations of different languages, cultures, history and heritage. Forming a relationship with Slovakia's Szógyén (Svodín),

Romania's Szováta (Sovata) and Serbia's Magyarkanizsa (Kanjiza) (in 1997, 2002 and 2012, respectively) was inspired by our shared history, language, culture, heritage, and last but not least, our duty to support Hungarians outside of Hungary. (It is a well-known fact that following the 1920 Treaty of Versailles after WWI, Hungary lost more than two-thirds of its territory and more than half of its population. Szőgyén, Szováta and Magyarkanizsa were also among the many settlements surrendered to foreign control following the peace treaty signed in the Grand Trianon Palace.

In 2005, a meeting was organised between the Visegrad Four (Hungary, Slovakia, Czech Republic and Poland), the mayors of Tata, Szőgyén, Pińczów and Bystřice nad Olší in the Czech Republic to sign an agreement to support efforts aimed at establishing relationships between their settlements and micro-regions through their initiatives and participation in cooperative activities. With this, our town became part of the V4 cooperation. In the same year, Tata became part of a new twin town triangle after Szőgyén and Pińczów signed an agreement.

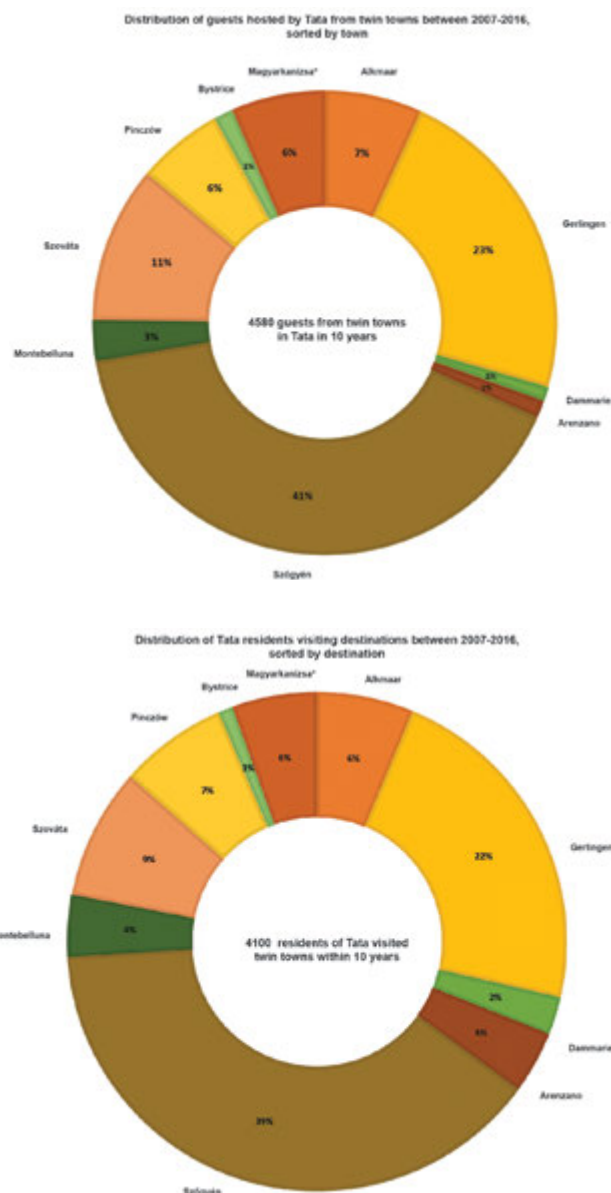
HISTORY OF A RENOWNED AWARD - REFLECTED IN NUMBERS

In 2013, the Parliamentary Assembly of the Council of Europe in Strasbourg, awarded the shared Europe Prize to Tata and Altötting in Germany. This renowned award (which is essentially the highest step of a four-step award system) is awarded to towns every year, and is noted for actively promoting the European spirit. As stated in the official press release on the award winners: "Komárom-Esztergom county's Tata, with its 9 twin towns, has established an extensive and diverse exchange network. The more than 60 events organised in 2012 enabled many exchanges in cultural, sports and educational fields, making Tata the local model for promoting European values."

Indeed, twin town activities of our town's various communities are reflected in number terms as well. As seen in data from recent years, various groups and delegations from our twin towns visit Tata 30-40 times each year, and in doing so, 20-30 opportunities are offered for Tata people to reciprocate those visits. In the last 10 years, over 600 visits in total have occurred between Tata citizens and those from our twin and partner towns. It must

be noted that, due to the two "twin town triangles" and our V4 cooperation, it is often necessary to meet the representatives of a given twin town in a third country - in one of our shared twin towns. In recent years, 800-1,000 people have participated in the "town twinning movements" every year.

As shown in data from the last ten years, the following diagram demonstrates the extent of participation of a given twin town in this movement. (Note: Magyarkanizsa has only been our twin town since 2012, and with Bystřice we maintain Visegrad cooperations, as opposed to twin town cooperation):



We have found, that in the last ten years, we hosted guests from Szőgyén and Gerlingen the most frequently, and they were also the towns most visited by Tata citizens.

WHAT CAN'T BE MEASURED BY NUMBERS

Undoubtedly, with more people and more active and frequent participation, a twin relationship will only grow stronger. However, it would be wrong to assess the value and usefulness of a twin town relationship

solely based on numbers. Let me back this up with a few examples of what the residents of Tata and its vicinity gained from the "least active" - at least with regards to the number of participants - in twin town relationships:

The former mayor of Dammari-lès-Lys, Jean-Claude Mignon, a former president of the Parliamentary Assembly of the Council of Europe, informed us of the Europe Prize application system in 1998 and assisted us in taking our first steps leading to the four-step road to even-

tually winning the prize.

An event organised in Dammarie-lès-Lys in January 2007, led Tata's leadership to UNICEF's Child Friendly City initiative, which was joined by Tata's local council a year later, in 2008. Autumn's "public hearing for children", forming part of the Child-Friendly City action plan, was inspired by the "children's parliament" in Dammarie-lès-Lys.

The idea of the traditional Cart-Pushing Festival organised in Kocs, was adopted from a similar event in Montebelluna, called the "Palio." Municipal leaders in Kocs met with Montebelluna's leaders on the Pentecost of 1998, at a major twin town event in Tata. The latter participated as a "cousin" back then, as the Italian twin town to Dammarie-lès-Lys. The first Cart-Pushing Festival in Kocs was organised in 1999, while Tata and Montebelluna became twin towns in 2000. The cart-pushers of Kocs, Montebelluna and Tata continue to compete regularly in terms of speed and strength in both the Italian and Hungarian cart-pushing competitions.

Arenzano's early autumn sports event called, "Mare e monti" (Sea and Mountains) was adopted by the International Marching League as one of its official events. Though our Ligurian twin town has previously hosted guests from Tata during its most renowned sports event, the first official invitation was sent from Arenzano to our cooks in 2001. The "goulash ungherese", made of ingredients provided by the Italian organisers and based on a Hungarian recipe, has been a success among sportsmen from all over the world as well as the local population for fifteen years. Ever since 2001, cooks from Tata have travelled to Mare e monti every year, including restaurant chefs, nursery kitchen chefs and talented amateurs alike.

THE MOST MEMORABLE EVENTS IN 2016

Our local government encourages Szőgyén's Hungarian elementary school pupils to learn more about their cultural heritage by organising an annual historical and language competition. This year's competition was the sixteenth so far. During the end-of-the-year speech, our local government awarded valuable books (ten thousand HUF each) to the pupils of Csongrády Lajos Hungarian Language Elementary School, who excelled in their Hungarian lan-



guage studies: 3 elementary school pupils of grades 1-4 and 3 in grades 5-8. In late August, - with the help of the Fazekas utca member institution of Kőkúti Elementary School - we hosted teachers from Szőgyén Slovakian elementary school and the Csongrády Lajos Hungarian Language Elementary School for a professional exchange. Teachers from Csongrády Lajos Elementary School also visited the school on Fazekas utca in November, for a professional event. For the seventh time, our lo-

cal government participated in the Rákóczi Association's enrolment programme this year, in the Southern part of Slovakia, which encourages Hungarian-speaking families to enrol their children in schools where the Hungarian language is used. Our support of HUF 170,000 helped 17 Szőgyénian kids's enjoy their first days at school.

The Hungarian Parliament enacted the Day of National Unity. The 4th of June commemorates the Versailles Peace Treaty that ended WWI. On



from Tata, Szőgyén, Szováta and Magyarkanizsa. This camp's objective is to raise awareness of our shared nationality and culture, through children's natural affinity for the arts. The children (6 from each town) participated in activities in fine arts and craft sessions, with artists from Tata, Szőgyén and Magyarkanizsa leading the way. The programme also featured a town-tour, sailing and literary games, and concluded with a joint exhibition.

In all, 58 twin town guests attended the 33rd Tata Minimarathon, a 14 km run. The runners arrived from Alkmaar, Gerlingen, Arenzano, Szőgyén, Szováta and Magyarkanizsa. To this day, this was the most successful minimarathon, at least from the point of view of a twin town, as every delegate took home at least one medal.

The exhibition called "TASZŐSZOMA" opened its doors to the public on the 15th of October in Szováta, organised by the local government. The title is an acronym, referring to the names of four towns: Tata, Szőgyén, Szováta and Magyarkanizsa. The exhibition displayed eight works, mostly from art students and former participants of the Tata Artistic Talent Camp. In addition to the young artists, representatives of all four towns were present at the opening ceremony - proving for the second time this year, this time in Transylvania, that Tata and the four Hungarian twin towns on the other side of the border belong together.

The mayors of Tata's micro-region participated in an extremely successful professional trip to Gerlingen in mid-November. The delegation, hosted by the Gerlingen local government and led by the mayor, Mr. Georg Brenner and a representative, Mr. Horst Arzt, gained insight into how German local governments are run, and visited educational and social institutions and the Ludwigsburg Landrat.

In 2016, the twin town relations of Tata and Gerlingen unfortunately witnessed two painful losses. In September, Sándor Papp, former head of Tata Town Council, and signatory to the Twin Town Agreement between Tata and Gerlingen passed away on 18 September 1987. In early October, we also lost 38-year-old Szonja Szabó, an artist who painted with her mouth. Szonja had an exhibition in Gerlingen in 2015, which was a great success. She was only recently given a new wheelchair by Gerlingen in the spring of 2016...



this day, we remembered it together with the representatives of our Hungarian twin towns. Our guests contributed to our town celebrations and visited events organised by our schools. Following these events, the Tata-Szőgyén Youth Cycling Tour VI was organised by the local government and the Town's Student Association.

Our local government donated HUF 1 M for maintaining the Marianum House in Szováta, and another HUF 1 M for restoring a church

struck by lightning in Atyha, close to Szováta.

This year, the Los Ballos Special, the 27-member juggler group of the Robert Bosch High School in Gerlingen performed several times at the traditional Water, Music, and Flower Festival at the end of June. The Talentum School made significant contributions to hosting German youngsters.

It was our fourteenth time of organising the August Artistic Talent Camp for children and young adults

English Park

LOCAL CONDITIONS AND DETERMINATION

Local conditions and determination are necessary for a town or village to become a popular tourist destination, says Attila Berczelly, chairman of the Tata and its Environs Tourism Association. Fortunately, Tata doesn't just have great local conditions but a strong level of determination also exists to improve them. We talked with Attila Berczelly and Gábor Magyarics, TDM Manager.

What was the tourism season like in Tata this year? Can we even talk about it in the past tense?

Gábor Magyarics: The main tourism season does not end in Tata and its environs on August 20, as in many bathing resorts, because we do not offer specific waterside summer programmes and services but instead focus on active recreation, ecotourism cultural values and town visits, which are not closely linked to the summer season. Strangely enough, we do not have as many visitors in the summer season as in the spring and autumn months.

Attila Berczelly: Based on what I know, tourist levels were at a record high this year at commercial accommodation facilities. Tata's tourism appeal is largely built upon those facilities that have been built with the help of EU grants and are operated by Városkapu. The number of people visiting these places has increased significantly compared with last year. While last year the "Fényes" ed-

ucational trail attracted twenty thousand people, this year it has already been visited by nearly thirty-five thousand tourists. Although we have not been able to achieve the record we wanted, this increase is still noteworthy. We have seen similar growth in the usage of the Ecotourist Centre. Unfortunately, this summer was not good for bathers and the number of visitors to the Fényes lido was half of what we saw last year. This place is not a specific tourist destination as it primarily meets the needs of local people. We do not yet have precise data for other service areas.

We often hear the abbreviation TDM in connection with tourism. What does it stand for exactly?

A.B.: The Tata and its Environs Tourism Association is responsible for coordinating all of the suppliers involved in tourism, including those outside of Tata and its region, since several other places, such as Kiskőrös, Oroszlány and Bábolya are repre-

sented in the Association by their local governments. The Association operates a TDM (Tourism Destination Management) organisation, in which specific experts are responsible for the different areas. The task of the TDM is, among other things, to promote cooperation between the providers involved in tourism and ensure the necessary marketing support for the tourism services. Our work organisation is doing well by Hungarian standards, and most of its operating costs are covered by the town of Tata. Our manager, Gábor Magyarics is a very active person, who also acts as the vice-president of the national association. The first TDM organisations were created in 2010 and nowadays no application with a tourism purpose can be submitted without them.

G.M.: Earlier, we had to register the TDM organisation at the Ministry of National Economy, and once the current restructuring process of the public system of tourism institutions has been completed, we will

probably have to apply for the registration for these organisations at the Ministry for National Development. We need to comply with precisely defined requirements which specify the following: the tasks that we have to perform either out of obligation or on a voluntary basis; the structure and operation of the work organisation; the qualifications of the experts we employ; the financial background we need to ensure; the ratio of local governments, companies and NGOs among the members, etc.

How many members does the organisation have?

G.M.: Currently, there are eighty-three members, including fourteen local governments. In addition, there are private persons, accommodation providers from four-star hotels to private accommodation, programme organisers and providers, attraction providers, etc. In the past five years, we have managed to reach a level where we still recruit members, but many people also contact us of their own accord because they have heard about the association and its achievements. As the chairman has mentioned previously, if somebody wants to submit a grant application with a tourism purpose, they are required to contact the regionally competent tourism organisation. The board has set very strict requirements in this regard. We issue the mandatory certificate and any other documents only if the applicant undertakes to maintain their membership during the implementation and the maintenance period that follows.

In many cases, the members are also competitors. How can you find common ground?

A.B.: They are no longer competitors once a large number of tourists come to Tata due to the efforts they make together. It is simple mathematics; they should join forces. If there are only two tourists around, the three restaurants will compete to attract them, but if there are ten tourists, all of them are much better off. Broadly speaking, that's what this is all about. They have realised that together, they can achieve better results. The revenues generated by their cooperation also convinced them that this is the right way to go.

G.M.: I can give you a practical example. Every now and then, we receive requests from those who want to organise a larger confer-

ence in Tata and its immediate environs. Obviously, a single provider alone would not be able to serve the event. The members of the Association contact one another, join forces and make joint quotes: one of them provides accommodation, another the conference venue and yet another the catering. If there was any competition among the local service providers, it is now a thing of the past, thanks to the Association and the simple mathematical formula mentioned before. It is not easy to compare the interests within the Association since its members range from local governments to hotels and NGOs, among others. Therefore, a democratic decision-making procedure is in place. For instance, when the question arises as to what an application should contain, everybody can voice their views on the topic, and then these views are filtered by the work organisation and adjusted to the requirements of the grant programme. We not only discuss applications together but any other issues as well.

You became the chairman of the Tata and its Environs Tourism Association, without having any personal or financial interest in the successful operation of it.

A.B.: This is right - I am not the owner of any tourism service provider. I received unanimous support at the latest members' meeting. They accept that I work as the chairman of the Association as the general manager of a company owned by the municipality. My position does not imply that I can do anything I want.

How does the Association work?

G.M.: Our professional activities started in 2011. We started by working out a strategy for several different strands. The most important of these is our strategy for positioning and competitiveness, which specifies all the products and forms of tourism that we want to develop in Tata and its environs. Then we assigned various marketing and communication activities to them based on different target groups. We have been working on the basis of this long-term plan since 2011, the key elements of which are broken down into a one-year technical and financial plan every year. Due to regional expansion, we have reached a level this year where we need to review and update the strategy. In the near fu-

ture, we will set up a centre in Bábolna and Kiszér, and will try to include their tourism offers in the overall offer of the region. Our annual plan will have to be adjusted accordingly.

A.B.: The work organisation was created through a grant application. Those communities were awarded support that agreed to transfer the development of local tourism to the work organisation. This means that if an assistant responsible for tourism was employed at a town hall, this person became redundant because their task was taken over by the work organisation. The Association and the local government of Tata concluded an agreement which stipulates that if the town decides on a tourism development project, they are required to seek out the opinion of this professional organisation. Our organisation plays a role in the development of the town's tourism strategy as well. We are engaged in an area that evokes positive reactions in people.

Which are the areas upon which Tata should focus its efforts? Tourism or industry? What can support the town in the long term?

A.B.: It is largely supported by the "wheat field". The question is whether the young people who grow up here want to remain. What keeps the town going? A lot of things are necessary for this: schools, jobs, etc., otherwise people will leave. Young people will leave anyway if there are no facilities for recreation and they cannot enjoy life in the town. The other question is which development projects are given priority based on the available resources. I can say that if a town does not have the proper conditions for tourism, then it will obviously have to focus on agriculture and other areas. Tata has the required conditions, so tourism can also be developed. Obviously, I am not suggesting that there is no need for industry from now on. In fact, tourism has a secondary influence on the development of industry. When investors visit a town, they obviously want to see what labour force they can count on, the roads and logistics, but they are also influenced by whether the place they are visiting is a pleasant, dynamically growing and liveable town. If we look at the use of EU funds, we can see that the town has spent a lot of money on tourist attractions, in the knowledge that it has the best conditions in the region. Earlier, when several major

DEVELOPMENTS IN TOURISM IN 2016

The year 2015 can be considered a milestone for tourism development. Several important tourism attractions were established with support from EU funding. One example is the well-known nature trail, "Fényes Tanösvény". EU funding provided rich resources that were used for renewing the famous English Garden, and establishing new town services, such as the recently-opened New Kayak House Ecotourism Centre.

The operator of these facilities is Tatai Városkapu Közhasznú Zrt. In 2016, improvement efforts in the English Garden, along the Fényes Nature Trail and in the New Kayak House Ecotourism Centre led to the creation of a wide array of attractive tourism events and products, as well as service development.

The 1,350 meter-long Fényes Nature Trail is built on marshlands and showcases the rich, natural environment in the Tata region. The trail is open all year round, even outside the tourist season and interactively reveals the unparalleled natural treasures of the region surrounding the Fényes Source Area through eighteen stops. The Visitor Centre has several exhibitions and presentations about the local flora and fauna. In addition to creating these exhibitions, 2016 also saw the birth of the "Green Detective" nature trek. It is a colourful adventure of 1.5 or 3 hours spent becoming familiar with local animals and plants. We also offer "Moonlight" night treks as well.

We made the Fényes Nature Trail attractive for photographers by building a proper photo stand about 15 cm above water level.

Along with offering unique natural treasures, the English Garden hosts one of the oldest yet most modern open-air stages in the region. The china exhibition in the Summer House, and an interactive exhibition about English gardens in the Carpathian Basin are available to visit. Our expert colleagues provide guided tours on request. Currently, there are negotiations going on concerning the plan to open the Summer Kitchen as well. This venue will most probably offer local products considered to be of great importance to Városkapu Zrt. Our objective is to distribute and promote these products. We are planning to broaden our portfolio with additional tourism-related services in the future. We are planning to host arts open-air exhibitions and displays, and are aiming to launch guided tours in the botanical section of the English Garden.

The most exciting part of the development project is the New Kayak House Ecotourism Centre. Here we offer a wide variety of programmes and possibilities. A wide range of options is available for tourists and locals alike. Our services include kayaking, canoeing, dragon boat rides and bike rentals, and we also offer numerous bike and hiking trips and night trekking. This service portfolio makes the centre popular not only with tourism experts and tourists, but with local residents as well. We are striving to make the centre more attractive by organising exhibitions and community events. Luckily, a vast array of facilities, such as conference rooms and meeting rooms are available. The centre is frequently visited by work groups and NGOs to hold team-building activities and other meetings. To cater to this demand, a restaurant was recently established in the EcoField section, next to the bike rack area, which was a significant investment for Városkapu Zrt. The restaurant provides a comfortable atmosphere and high-quality service for visitors. We have placed comfortable furniture on the terrace to add to the comfort level of the facility. We intend to improve our watersports equipment as much as possible. We have purchased equipment that allows even small children and inexperienced adults to enjoy kayaking. Content development remains consistent throughout all kinds of tourism products and events, such as MasterThree, EcoTriathlon in the Tata Basin, and the well-known thematic bike trips. We have also made plans for summer camps and once completed, we will send them to the schools involved.

A pivotal moment for Városkapu Zrt. in 2016 was becoming the operator of the Fényes Spa. It is important to preserve the Fényes Spring as a natural resource, so that it can be used as a lido, and will serve as an all-season recreational facility in the long run. It is difficult to meet the demands of operating, maintaining, and renovating the lido, but we have already started working on services and products which could make the spa attractive all year round.

We place great emphasis on cycling tourism, family events and fishing tourism as well. In order to achieve the objectives set, we continuously develop our accommodation and related services, and an online registration service is being developed to meet the increasing demand. Tata local government has greatly assisted our development efforts by providing funds in 2016 for the rehabilitation of Lake Grófi.

In 2016, Városkapu Zrt. organised the famous Old Lake Fishing Festival, and several events in Fényes Spa, such as Fényes Days, for the first time. We trust that all these events made our town more attractive to tourists.

In 2016, the Tata Tourism Association re-elected Mr. Attila Berczelly, General Manager of Városkapu Zrt. as its president once again; a true testament to the company's important status in the region.



investment projects were underway in the neighbouring industrial parks, the alternative for Tata was tourism. This does not mean that the town has not developed in other areas. It has and will continue to do so in the future.

G.M.: Diversity is as important for a town as it is for the life of individuals. On the basis of its conditions, Tata does not stand out from the others in industrial or other areas. It strives to be multifaceted. If we examine what contributes more to the budget of a town, industry or tourism, we should say it is the former, but the latter should also be developed. We need to make the most out of a town of this size or even more. The town's ability to retain its population is extremely important. Using our Mayor's words: - If the town embarks on a development project, whether in tourism or anywhere else, the most important thing is to meet the needs of the people living here and provide extra services for them. If it is also good for tourists because they find the opportunities they seek for entertainment or recreation, so it is even better.

What are the most important target groups for tourism in Tata and its environs? Who are the primary targets for whom we form our tourism offers?

G.M.: Our 2011 strategy for positioning and competitiveness specifies three forms of tourism: active, eco and cultural. We are focusing primarily on these areas and want to develop them. Like other similar towns, Tata wants to be different by placing its natural values and wonderful environment to the forefront. We focus on a green approach and try to offer our visitors real value in this area. In addition, we also try to preserve and present our cultural values and built environment. We defined by age, income level and several other factors in our strategy the target groups who may be interested in these kinds of tourism offers. Two-thirds of our visitors are domestic and only one-third of them are foreign. Essentially, we are building our offers on domestic visitors. They mostly come from Budapest and its conurbation. However strange it may be, the second largest region of origin is the Central Transdanubian region, our own region. We have supported these data by a number of studies and calculations and tried to find the reasons for it with the help of Magyar Turizmus

Zrt. (now called the Hungarian Tourism Agency). The reason is that in the past few years tourists preferred to go to places that are closer, which is true not only for Hungarian but for foreign destinations as well. This is partly due to travel costs and partly to the fact that these days, people don't want to spend too much time travelling, and thus prefer travelling over long weekends several times a year to longer one or two-week holidays. As for foreign tourists, we have seen recently that in addition to guests from Germany, Austria and the Benelux states, the number of guests from the Czech Republic, Poland and Slovakia is growing sig-

nificantly. In the future, we will need to focus on them too. We will be assisted in this by the TDM organisation created for the region between Northern Komárom and Párkány. This cooperation is developing very well and we try to address and appeal to each other's clientele.

The businessmen working in the industrial parks of the region, most of whom are foreign, gladly choose accommodation in Tata. Can they be seen as a special target group for tourism?

G.M.: They use the accommodation in Tata as a second apartment.



Although they live here for a large part of the year, their purpose is not their free time. The go to work and then back to their accommodation. They do go out to restaurants in the evening and use a few services but it is part of their normal life rather than free-time activity. Obviously, if they come to like the place and come back with their family, it is a different story as in this case, they can be seen as real free-time tourists.

What are some of the new features of tourism development in Tata?

A.B.: We can mention a number of such features. Compared to previous years, tourism is now being managed with a completely different attitude not only in Tata but in the country as a whole. Another new development is that several tourist facilities have been refurbished and built within EU projects in recent years. There are several other projects in the town that also focus on tourism, such as plans for the Stone-cutter's House in Fazekas utca: it will be home to an interactive visitor's centre presenting local products and gastronomy. Another new thing is that every weekend many people come to the lake thanks to the cycle path which gives access to the town from two directions now. We hope that we will be able to respond to these changes in a special way, in service development, as well as marketing.

G.M.: Both Tata and its environs are trying to make progress in tourism development. There are several grant applications in the region that have already been evaluated or are currently being evaluated, and there are also numerous ideas for what kinds of tourism projects should be launched. Each town is trying to make the most of its local conditions and abilities. For example, Almásfüzitő wants to develop the Azaum Roman camp and Oroszlány is planning to renew the outdoor mining museum given to the town by the Central Mining Museum of Sopron. Numerous towns and villages in the county are planning to implement tourism projects. Recently, an individual contacted us for help. He had bought a mansion in Gerecse – which is inhabited by people – and wants to open it to visitors to show off its built and natural environment. There is no shortage of ideas but I always say that the greatest challenge is not implementation; it is the operation of a facility and its integration into the range of tourism offers in the

region. The grants help implement the projects, but the facilities should be filled with life during each day, with colourful programmes that can attract as many visitors as possible. For me as a manager, the greatest challenge in the application period is to coordinate the various plans to ensure that they become part of a network rather than distinct projects independent of one another. The requirement for the applications is that the applicant must contact the local TDM organisation and request a letter of approval, which ensures that we are informed about the local tourism projects to be implemented. Once we are notified, we try to make sure that they are not implemented independently of one another, in parallel and thus cancelling out one another, but as part of a network.

Why do we need to deal with tourism in the first place?

A.B.: Today, tourism is a very trendy word; every town wants to present a tourist attraction. Most of the communities see it as a break-out point and political campaigns are often built upon it. However, you cannot expect there to be billions of people waiting somewhere in the universe for a town to finally say that they are happy to receive tourists. It is extremely difficult to ensure that a family living in Nyíregyháza will choose Tata and its environs of all the possible places to visit. What should we do then to make sure that they do eventually decide to visit us? Local conditions and determination. On its own, it is not enough if a town has the right conditions – the natural and built environment. Determination is also needed to develop them. A particular condition does not automatically become a service. Just because you have a forest and a path going across it, nobody will go hiking there unless there are proper services, such as an information map, a designated route, a place where the kids can have something to eat, etc. Without determination, these cannot be created. Determination also means the concentration of efforts. These two are required: conditions and determination. If the town fails to ensure either of them, then tourism is no more than an illusion, which can be chased for a long time.



New Kayak House Ecotourism Centre

2016 BRINGS SIGNIFICANT CHANGES IN THE LIFE OF THE TATA AND ITS REGION TOURISM ASSOCIATION

The Tata and its Region Tourism Association was established in 2009 as a local tourist destination management (TDM) organisation. Its operating area included 4 towns and villages (Tata, Baj, Kocs, Vértesszőlős) between 2009 and 2015 with 40-60 members.

However, 2016 has brought significant change to the life of the Association. 14 additional settlements joined the association, bringing the number of members to over 80, including all those interested in improving tourism in the region. As a result, we can now say with confidence that in addition to Tata's immediate local area, it has a strong regional presence as well. In response to this change, the General Meeting amended the organisation's operational framework. Branch offices were opened in Bábolna and Kisbér, alongside the Tata seat. Beginning in September 2016, the organisation held office hours on every first Wednesday of the month at these branch offices. Any partner is welcome to attend the office hours if they are either directly or indirectly involved in tourism development in our local area, or may wish to receive general information, professional assistance or consultation on project development.

In the past few years, the association has successfully implemented and completed two projects co-financed by the European Union. It submitted a new application in March, written for TDM organisations to coordinate their technical content with the application submitted by the Komárom Tourism Association (a neighbouring local TDM organisation) and Duna-Gerecse Turisztikai Non-profit Kft. (a jointly owned TDM organisation). The development proposals submitted by the above organisations are currently under evaluation. In addition, an INTERREG application was submitted as part of the partnership agreement with Podunajsko / Dunamente OOCR, the joint Slovakian-Hun-

garian TDM organisation between Komárno and Párkány.

This year, the association focused on operating and developing the tourist information system, including installation of new information board systems, along with the usual focus on marketing, communication, and professional consultation efforts for its local governments. It also released a large number of printed brochures with event calendars, as well as town maps and flyers. It also improved its audio tour guide application (Guide@Hand tourist package) and integrated it into the TDM IT system. It organised several leisure activities (sightseeing walks, personalised half and full-day excursions), and the most popular event was the TATTAMI adventure game, which presents the history of the town.

As a member of the visiting delegation, the association participated in several events organised by its twin town. In May, the French Dammarie-lès-Lys hosted its twin towns during the Fêtes de Terroir (Arable Land Festival). Tata's delegation presented For the Rainmen Association's new product line, "Tata's delicacies", to all interested parties. Made from local, organic materials by young autistic people, the products were extremely popular among festival visitors.

In early September, they travelled to Montebelluna to see the traditional cart-pulling festival. Montebelluna invited representatives from its twin town to this event, and teams of representatives from town districts participated in the competition, visited the town's new main square and went sightseeing throughout the local region. Since the village of Kocs also has an annual cart-pulling festival, it was one of two Hungarian communities to represent our country as Montebelluna's twin towns at the festival, participating in programmes organised for professionals and the general public.



TATA, THE SPORTS TOWN

Both its natural and man-made environments make Tata an ideal place for playing sports. The areas around Old Lake and Cseke Lake are well-arranged and perfectly suited to running, walking, and cycling. The Town Sports Hall, the school gyms, and the kindergarten gym rooms can accommodate daily PE activities very well. With such excellent local conditions, it is no surprise that many people do sports. Anyone visiting our town can see that many people are physically active, if not so much for the sake of sport, but in order to be healthy. Therefore, we try to extend the range of options of sport events for the residents of Tata: Every year, we organise various running and hiking events and races for those wanting to live an active lifestyle. The most popular event with the greatest number of participants is the Tata Mini Marathon, whose 14 km long route crosses the most scenic parts of the town. Participants from Hungary and increasingly from abroad come together to partake in the experience, where in 2016, 756 runners from 12 countries took up the challenge individually and 65 relay teams with 195 runners entered

the race. Many of our twin towns, for example, Arenzano, Pinczów, Szőgyén, Szováta, Magyarkanizsa, and Alkmaar were represented by their runners in the race, and even a team of volunteer fire-fighters from Gerlingen participated and spent the weekend with us. Some of the runners celebrated their birthdays on

the day of the competition, the oldest of whom had just turned 71, while the over 80s were present as well, in addition to competitors who lined up at the start line with a pram. The Lake Runs, the races around the Old Lake, attract runners to Tata twice a year – in May and September. The New Year's Eve run offers a special





occasion on the last day of the year, when runners can enter the race in costumes, while the events of the International Walking Day are organised in May and October for those who prefer hiking. Besides leisure sports, our town is also a home to

competitive sports. We take pride in our junior fencing Olympic champion, Patrik Esztergályos. We are also proud of our young kayakers, who are among the best in Hungary. The Tata Athletics Club, the largest sports association in the town, enables the

training of more than 800 athletes in 10 sections. On this basis, we can safely state that Tata is a town of sports and athletes.



NEW EDUCATIONAL METHODS AND EQUIPMENT IN TATA IN 2016

In Tata there are two nurseries and 10 kindergartens, along with 2,237 pupils in primary school and 2,172 students attending secondary school. Developments go on at our institutions every year – thus ensuring a pleasant environment and a high level of education for the children of Tata. In addition to infrastructural development, the local government and its institutions strive to introduce new methodology which promotes an even broader, more effective and rewarding education for our children.

In 2016, the Csillagsziget nursery started its kitchen enlargement project, for which the local government applied for a 150 million HUF grant. If the grant application is successful, we are planning to renovate two caring units, furnish a larger PE room, expand the kitchen's capacity from the current 300 portions to 650 portions, and to renovate the yard. During this summer, the nursery held an open event entitled, "Busy with Music" which was the closing event of a programme called "Community-building with the help of Busy with Music", receiving funds from the Cultural and Community Building Programme of the National Cultural Fund, and in which the teachers participated in a 54-hour music training to show what they had learnt. The training aimed

at developing participants' skills in assisting children's self-fulfilment through creative games and initiatives, to refresh their existing knowledge and to extend their repertoire of songs, nursery rhymes and recorder pieces supporting the development of young children. In order to provide children with as many and as diverse musical experiences as possible, it is important that their teachers continuously train themselves and remain motivated to learn, expand, and refresh their knowledge. Last autumn,

our teachers participated in a training course with the objective to build a concrete knowledge base and an outline for its interpretation, as a way to get to know children better. During the training, the teachers gained modern scientific knowledge which contributes to the development of their attitude towards education and enhancing pedagogical effectiveness.

In the past year, our kindergartens have been renovated – by replacing the floor, painting the walls, buying new furniture and improving the





central heating system, the changing rooms, the corridors and the group rooms, thus welcoming the children into a much friendlier environment. The education of children and the training of teachers is equally important, as was seen in 2016, when a national program was launched in Tata that allowed the head teachers of the kindergartens to learn about a new tool called the "Bosu ball", for improving movement coordination and balance in children. The Bosu ball improves coordination skills in children at an early age and trains their movement and sense of balance through an unstable environment. The ball does not take up much space. By the end of 2015, we had started to introduce it in three of our kindergartens. First, the teachers tested the children's stamina, movement and sense of balance. Afterwards, the Bosu balls were used on a daily basis to improve the children's posture and coordination. By the end of the 6-week programme,



a health check was redone with the involvement of specialist doctors, to measure the sensomotoric development of the participating children. In the survey, data from 65 test children and 15 children in a control group were analysed. The results show an average improvement of 20.8% in the data of the test participants compared to 5.67% improvement shown in the control group, which clearly proves that the tool is beneficial. The number of children with a disorder in one or more skills is on the rise in our kindergartens, so we found it useful to have this tool in all of our institutions. Therefore, the town decided to purchase 12 new Bosu balls for the kindergartens in June 2016. Kindergartens which are not operated by

the local government have also purchased 2 Bosu balls each, and we now have altogether 16 of these balls. The Bosu balls are rotated among the kindergartens; the balls can be used by two of the institutions every week, so all of the kindergartens can use them for one week every month.

Throughout the year, there have been numerous developments in our schools as well. The roof of Vaszary János Primary School has been completely renovated; the tiles and the damaged wooden parts have been replaced, and the remaining wooden structure has been conserved and treated against pests and fungus. Furthermore, motion sensor lights have been installed, the walls have been repainted and the floors were



modernised thereby making the environment more pleasant for teachers and pupils. In Kőköti Primary School, the other large primary school in our town, classroom equipment has been improved and the toilets and changing rooms have been renovated.

In addition to improving the learning environment, the local government is committed to ensuring diverse methodologies to address the challenges of our time. Thus, at the opening ceremony of the new school year last autumn, József Michl, the mayor of Tata, gave a special LEGO MINDSTORMS set as a present to the pupils of Vaszary School. The LEGO MINDSTORMS Education NXT was created for teachers to teach robotics in class and laboratory sessions. The

set consists of programmable NXT bricks, enabling users to build, programme and animate the robots. The LEGO MINDSTORMS set helps pupils understand the mysteries of science and technology, and the concepts of engineering and mathematics. We hope that through this new educational/developmental opportunity we can influence the children to use their free-time in a more useful way. For the next three academic years, special eco-classes will be made available at the Kókúti Primary School, starting in the 2016/17 school year. For the next four years, pupils in the eco-classes can study at four different external sites, once a week. So far these external sites have been the Eco-tourism Centre and the Fényes nature

trail; but Lake "Réti 8" is also going to be an external learning site in the new school year. Lessons in environmental studies are held in blocks (supplemented by one PE and one Hungarian Grammar and Literature class) on altogether 35 project days, which are specified in a separate curriculum. There is an increasing number of NGOs giving presentations in the programme and sometimes parents are also involved in the classes. On top of the knowledge base created in the National Core Curriculum, pupils will gain experience in community-building, and in a much calmer environ-

ment, where they can pay attention to the teacher much better. This creates a balance that brings them much closer together. Our experience with the eco-classes thus far shows that children are keen on attending these open-air lessons, as they have the opportunity to gain hands-on, empirical experience in the material they would normally learn from books. This is invaluable and creates an unforgettable experience.





Piarist monastery

TATA IN THE MAINSTREAM OF HUNGARIAN HIGHER EDUCATION

During their meeting on 30 October 2013, representatives from Tata's local council decided to seek opportunities for cooperating with institutions in Hungarian higher education. In the Magyar programme 2.0 publication (the long-term development strategy of our town), we have already formulated a specific plan concerning the future of higher education in Tata. To meet their objectives, the local government has already signed agreements in recent years to cooperate with a number of higher education institutions.

In 2014, we signed an agreement with the University of Pannonia in Veszprém, because the university is considering establishing a campus in Tata for first year students in Computer Science Engineering. In that same year, we signed a declaration of intent with the Tatabánya-based Edutus College to establish a training centre for the study of tourism in Tata. The plan would strengthen the workforce capacity of hotels and tourism service providers in Tata. In October

2014, we signed a cooperation agreement with the largest institution in Hungarian higher education, the Eötvös Loránd University, with the aim of preparing the National Öveges Centre, a national education centre for future teachers to study the natural sciences, in Tata.

At the end of April 2015, agreements were made between the Eger-based Eszterházy Károly College and the local government to support a teachers' specialist training course and in the field of research and introduction of the educational method based on Hungarian folklore and folk art, developed by Kenderke Elementary Arts School of Tata Reformed Church.

In the summer of 2016, representatives from Tata local government signed an agreement statement of intent with the University of West Hungary to establish a community centre for training in higher education in Tata. According to the National Higher Education Act, higher education institutions can also

perform certain activities in the community centre for training in higher education. The community centre for training in higher education is not qualified to act as a higher educational institution and must operate without the power of higher educational institutions. However, it ensures the necessary equipment and use of property (and also the financial conditions pursuant to the agreement signed with the higher education institution) needed for training courses (core activity of the higher education) and its students including the training area and the maximum number of students allowed in its operational licence, according to whether the agreement signed with the higher education institution addresses sufficient teaching staff. Accredited higher education institutions can launch outsourced training on the basis of the needs of the community with the aim of ensuring the replacement of professionals needed for the operation of the local economy and with the aim of keeping professionals with

higher education here.

According to the declaration of intent signed last summer in Sopron based on authorisation from the local council, infant and child caregiver training will soon be started by the Tata Community Centre for Higher Education Training (KFKK) and set up in nurseries provided for those working there to earn a higher education degree and who plan to join the teacher advancement system. Based on the agreement, the University of West Hungary will manage training coordination, while the local government of Tata provides the site for the theoretical and practical training.

Training will be launched from 1 September 2017 pursuant to the agreement and plans laid out for the KFKK, as the official documents have been submitted to the educational authority that issues the operational licence. The theoretical training will be held in the Piarist Monastery (owned by the local government of Tata), while the Star Island Nursery will serve as the location for practical training. The local government will provide classrooms and suitable infrastructure, free of charge, for the infant and child caregiver training. The university will supply specialised teachers according to the training curricula of the 3-year-long correspondence training. The minimum number of students required for the training will be 20, while the maximum will be 60. The Zoltán Magyary Community College will operate next to the KFKK in the Piarist Monastery at Tanoda tér 5.

The development and elaboration of the course for implementation of a teachers' training course (150-200 teachers per year) is still in progress.

The trainings, specialist training courses, and conferences organised by the KFKK, the Zoltán Magyary College and (according to our plans) the National Öveges Centre will all ensure the reputation and recognition of the town of Tata for the years ahead, both within and outside of our borders.





STUDENT COUNCIL OF TATA

The youth of the town has always played a central role in the life of Tata, which is why the Student Council of Tata (TAVIDÖK, for short) was founded in 2005. The Student Council is an independent organisation that supports democratic participation based on the principle of self-governance. Its work is primarily concerned with representing the interests and rights of young people and with managing their own affairs through active participation. The council also devotes considerable attention to local town events, especially those targeting young people.

The organisation functions on principles similar to those of local governments. Its decision-making body, hence its supreme body, is the council of representatives, to which each primary and secondary school in Tata delegates two members. The representatives elect one of the members as the student mayor and two other members as deputy mayors. The most important task of the student mayor is to represent the organisation and manage its operations. The work of the student mayor is supported by two deputies, one from a primary school and the other from a secondary school. Besides acting as a proxy for the student mayor, it is their job to incorporate the interests of the educa-

tional institutions for their respective age-group in the work of the Students' Council. Furthermore, the representatives form various committees responsible for effective management of ongoing tasks. The representatives and the leadership are elected for one academic year and during their mandate, work based on an annual plan.

Under the leadership of Eszter Olga Teszáry, the work of the Student Council of Tata was very productive in the academic year of 2015/2016. Over the course of the school year, they organised nearly 20 programmes for the town's youth. These involved art, sports, as well as popular and classi-

cal music events. In their plans for the year, they managed to come up with novel ideas in addition to traditional programmes. One of these innovative initiatives was the charity collection, thanks to which we gave 25 bags of toys and clothes to the paediatric ward of Saint Borbála's Hospital in 2016. Another charitable task of the TAVIDÖK was to visit the Old People's Home at Christmas, when the students entertained the residents of the home with a performance and made them cake and cookies as a kind gesture. Our autumn refuse collection initiative, organised based on the invitation of Deputy Mayor Dr. Henri-



ta Beró, was also a success; nearly 70 volunteers – mostly young people – worked around Old Lake to make our town even more beautiful. Also at the invitation of the Deputy Mayor, the TAVIDÖK assisted in the construction of the straw labyrinth for the Christmas fair.

The young people were especially enthusiastic about the former. The Youth Music Festival has become one of our regular events, and the current Student Council is already preparing for next year's event. TAVIDÖK's work has also been successful artistically, in that they organised several art competitions with valuable prizes awarded for the best works. Numerous students participated in our short story competition and the competition entitled, "Our 1000 Faces – Our 1000 drawings" with their outstanding works. Artistic talent was further emphasised with a competition and exhibition for writing haikus and shooting selfies called, "On the Shore of the Happy Lake", which was organised in collaboration with TAVIDÖK. Finally, the sport events organised by the Council in 2016 included, among others, a football tournament and a cycling tour to our sister town, Szőgyén.





MAIN PROFILE OF TATAI VÁROSGAZDA KFT. AND ITS BACKGROUND

Tatai Városgazda Non-profit Kft. primarily carries out town management tasks. Its main activities include managing the town's green areas, and keeping streets and parks clean. The company is also responsible for providing, repairing and cleaning all traffic signs around Tata and on main roads that belong to the state road management company which pass through the town. They clean the town's ditches and streams, a task that mainly involves mowing the grass and removing sludge. The company is also engaged in supporting renewable resources, and carrying out crowd control and threat prevention tasks. The town management company is also responsible for maintaining the natural reserve stretching nearly three hundred hectares across the town. Specially appointed guards are employed to continuously monitor the green area maintenance status.

A unique service organised by the company is called "The Green Line". It is basically a service to collect

and remove "green" waste accumulated on private lands and gardens. For example, this service picks up the Christmas trees dumped on the streets in January, and the company organises house clearance (junk removal) rounds twice a year, to collect dangerous waste amongst others. A special on-duty system is operated during the winter months to react to drastic changes in weather as soon as possible. The company carries out tasks in the background of town events and festivals, which primarily means tidying and arranging the grounds.

In addition to basic town management tasks, the company is the manager and lessor of the town's 247 social council flats, 38 leased council flats, and 23 garages. The company is responsible for facility management and cleanliness of the Welfare Office, the Town Hall, the District Office and several kindergartens. The company currently employs seventy people, and a large number of public workers who are sent to the company by

the local government. Depending on the programme, between fifty and one hundred people can be put to work at the same time. The company takes responsibility for the town's public works programme in order to employ as many capable local people as possible. The company is actively engaged in the Interior Ministry programme, which is intended to help the homeless. It also supports the purchase of machinery and equipment. Public workers are mainly employed in park and road maintenance.

The 2016 public engineering tasks included the renovation of hall of residence public sports areas, expansion of summer day-care camps, renovation of the fountain and several town parks, and full-scale renovation of several council flats, to name just a few. Road and pavement restoration work concerned 1,500 m² of pavement, 24,000 m² of gravel road. A 1,000 m² parking lot was built,

500 m² of asphalt was renewed, closed sewers and water drains were

built, and the company took part in building and maintaining open rain drains.

The company continued to collect and remove fallen trees, twigs and other green waste generated by town residents, and carried out park maintenance work in line with the seasons; activities included mowing, lopping, planting annual plants, plant propagation, making plant boxes and decorations for special events, and replacing/repairing broken waste containers. In 2016, the town management company planted approximately 50,000 annual plants, 10,000 pansies, 7,700 tulips, and 2,045 other plants around the town, such as crown imperials, autumn crocuses, snowdrops and other crocuses. For the first time, hellebores and crown imperials were blooming on our streets. The company runs a nearly 300 m² glasshouse at its site where house, spice and annual plants are stored and propagated for the next season. Tata has successfully participated in the 'For a Flowery Hungary' national competition several times. The town once came first in this competition, and second at the European level. Therefore, it is of utmost importance that we work to conserve and maintain our unique natural resources, green areas, exemplary gardening techniques and solutions that all have a special role in forming our town's image. As such, Kodály tér, a popular square in the town, was renovated last year. The park's entire green area was renewed, and the company's expert team did a wonderful job of renovating the fountain, established disability access, and covered the plant bed edges with various kinds of ornaments, thus completely reshaping the entire area's image.





DEVELOPMENTS AT THE CASTLE PARK CLINIC

At the Castle Park Clinic, near Old Lake, two thousand four hundred operations are performed every year. The locals call the institution the "Béres" Clinic, after its owner and head doctor, Dr. György Béres. The private clinic for sports surgery, orthopaedic and traumatology at Hajdú utca 15, tries to avoid the public eye even though it can offer services to be proud of, and many say that no other hospital in Hungary could boast such an excellent team of physicians.

Dr. György Béres, the head of the clinic, had long thought of setting up a private clinic, but in the nineties it was very difficult to finance such a facility. In 2002, he felt that it was time to establish a sports surgery, orthopaedic and traumatology clinic. Dr. Béres decided to build his professional career outside of the capital city, because at the time, he could already see that within two years, foreign, private clinics with strong financial backing, and services offered in a wider range of fields would appear in Budapest, and he did not wish nor indeed, would he have been able to compete with them. He knew well that it would be much more difficult to gain funding in the capital. From his childhood, he was familiar with part of our local town, as he was a regular visitor to the Olympic

Training Camp. As an adult, he came back to Tata and from underneath the plane tree near the Old Lake, he

immediately decided that this was the place where he would set up his business. He established the operational rules of the hospital together with his wife, Ibolya Béres-Muszka, and she has been the general director of the hospital ever since. She is responsible for operating, procurement, HR and other tasks within the hospital. Together, they are the majority owners of the institution.

Previously, the building had a maternity department. Many locals were born there. The institution was established in this building



Dr. György Béres

with two operating theatres and 22 beds, which was already severely dilapidated at the time it was bought. Constructing and establishing the hospital took a long time. Back then, György Béres led the musculoskeletal department at the Ministry of the Interior's hospital, but it wasn't long before he found it to be unsatisfactory and frustrating work, due to the lack of beds and inability to perform certain operations when necessary. At the beginning, the Tata development was aimed at improving healthcare for employees of the Ministry of the Interior, which meant that additional, financed beds were available in Tata – without any state investment. Thus, the Ministry hospital and the Castle Park Clinic made an agreement. As a result, the institution in Tata immediately became very busy from the time of its launch. The first operation was performed on 12 January 2007, and soon the number of operations performed in Tata reached well above 1,600 in 2007. At that time, the clinic also had a large number of patients from abroad. Six months later, however, their agreement with the Ministry's hospital was terminated, because four bigger hospitals in Budapest were merged. The hospital in Tata was "left out", but as this occurred just after its founding, they were already preparing to serve the public. A very difficult period followed. The hospital received funds from various public hospitals, and it therefore became the target of criticism on numerous occasions. Around a year before the London Olympic Games, it was revealed that out of the group of athletes preparing for the Games, 42 had visited the Clinic and several of them underwent operations there as well. It was mainly thanks to the Olympic athletes that the government decided to streamline sports care. On a national level, a total of ten institutions were appointed for this purpose, with Tata among them. Since then, the hospital has been one of the most active in the surgical field.

The doctors and employees of the Castle Park Clinic mainly serve the public. The Hungarian National Healthcare Fund finances 95 per cent of its activities, and only 5 per cent of patients are private; a significant number of whom being



foreigners. So far, patients from fifty countries have visited the clinic, trusting in the expertise of Hungarian professionals. Mainly Romanian, Ukrainian and Russian patients visit the clinic, but the hospital has also received Japanese, Brazilian, Kuwaiti and American patients too. The hospital does not advertise itself in Hungary or abroad, and only has a very modest webpage. In reality, they do not need advertising. Its reputation grows through word of mouth from satisfied patients.

The private hospital can be considered a model institution, as it was established with private equity and loans, instead of public money. It was a rare, new service provider that suddenly appeared in the Hungarian healthcare system to offer high quality care and provide a mainly public service, but was created without using public funds. This hospital operates in a similar way to private hospitals in Western Europe. For instance, the patient knows in advance how much the individual services will cost. Compared to other private hospitals in the country, the prices are significantly lower: The clinic charges 20,000 HUF/day for each service. This is a price which any "man on the street" can pay. The employees of the hospital have signed in their contract that they will not accept any gratuity payments (parasolvency). When the hospital was launched, this seemed to be a very unusual principle. Dr. Béres hopes that soon all of the private hospitals will operate in this way.

The head of the clinic is very proud

of his team of experts, which is unique in the country. All of the physicians working here are excellent experts, and the majority of them also hold a PhD, with one of them being a Doctor of Science. Among the staff they have Dr. Tamás Bárdos, who worked as a sports surgeon in the US and as an orthopaedic surgeon in England, Dr. Krisztián Magos, leg surgery specialist, who, after graduating from university, was involved in stem cell research for two years, then became a specialist doctor in orthopaedics. Thanks to him, leg surgery is developing at a rapid pace in the institution. Dr. Péter Balogh, the head doctor of the Traumatology Department of Petz Aladár County Hospital in Győr, and President of the Hungarian National Olympic Committee's Medical Commission and Dr. Gábor Erdélyi, doctor for the Hungarian national handball team also work at the hospital. Professor István Berkes is an internationally renowned university professor and head of department at Semmelweis University, orthopaedic surgeon and former head doctor of the Sports Hospital in Budapest; Dr. Tibor Gunther head of the Orthopaedic Department at the Petz Aladár County Hospital in Győr and Dr. László Burkus, Head Doctor of the central operating theatre of the hospital in Győr are on the team, too. Dr. István Hehl, sports surgeon, is also part of the staff. The hospital collaborates with the Szent Borbála Hospital in Tatabánya, and they also have doctors from there in their team. Soon, Dr. Zsombor Lacza is also going to join the team. Under

the leadership of the youngest orthopaedic doctor of the Hungarian Academy of Sciences, a scientific and education centre is to be launched, with musculoskeletal regenerative medicine as the main research field. Dr. Lacza's earlier research results have been recognised with the Gábor Dénes Award. Altogether the hospital has 40 employees and 20 doctors under a permanent contract. The head doctor of the hospital is very proud, not only of the members of his doctors' team, but of his employees and the spirit of the institution as well; the patients receive all the care and help they need, and their expectations are met during their hospital stay. The majority of those working here are motivated to further develop their skills, and professionals who have worked abroad are a huge help in this, as they have brought their knowledge and experience with them.

The main specialisation of the clinic is sports surgery, but the number of prosthetic operations already exceeds 400 this year. In the two modern and well-equipped operating theatres, 10-12, sometimes 14-15 operations are performed a day, but the demand would be even higher. However, due to lack of space, the institution is not able to expand its capacity. Currently, patients receiving a prosthesis of larger joints have to wait for half a year until the operation can be performed. However,

this is quite good compared to the national average. The hospital participates in the national programme for reducing waiting lists – its activity level reaches that of several other big orthopaedic departments.

It is also one of the hospitals appointed to care for athletes preparing for the Olympic Games and it treats high-level and leisure athletes from Hungary and abroad too. Thanks to its doctors, it is involved in several types of sports: handball, judo, athletics, wrestling and football, among others. György Béres, for example, was on the national junior volleyball team for two years, and was the doctor of the national gymnastic team for one year, and the doctor of the national judo team for 20 years. As part of the Hungarian Doctors' Delegation, he has participated in five Olympic Games, and to this day, he is an active member of the Medical Committee of the Hungarian National Olympic Committee. Three of his colleagues have also accompanied Hungarian athletes to a number of Olympic Games.

The clinic actively participates in the training of sports doctors and physiotherapists, too. It keeps contract with a number of institutions of higher education, and future sports doctors can also spend their internships at the hospital. The clinic in Tata is very popular among students of physiotherapy. Last year, 30 of them spent their internships here.

Every year, the hospital considers how to better extend its professional activities. For instance, two years ago the institution launched a leg surgery department, which can be visited with a referral and the patients do not have to cover any of the costs of the treatment. The new service was mainly set up for those living in the surrounding region; this is how the clinic would like to reward the locals' trust, which it has enjoyed for years now. The waiting list for this particular care unit is quite long – the patients are ready to wait for their specialist doctor. As a result, the number of leg surgeries is on the rise, too. Currently, the hospital would like to further improve hip arthroscopy – a field which is focused on in other countries as well. The hospital's work performed in the field of prosthetics is rated as world-class and keeps pace with rapid innovation in the field – new methods are introduced on a regular basis. The clinic is now planning to set up an international hip arthroscopy cadaveric course. This is not the first conference here – in 2008, the clinic held a conference on surgical procedures performed on knee ligaments. At their five-year scientific jubilee event, there were 280 participants. The number of registrations was twice as high as normal, but the institute had the capacity to receive only half of them.

In the near future, the clinic is go-



ing to set up a bone bank, which will assist surgical procedures by providing human materials, bone and parts of the joint surface which are in fact very difficult to procure. Furthermore, it will also contribute to research conducted in the hospital on regenerative medicine based on blood plasma. Researchers will try to stimulate regeneration of the larger joints and healing of the bones by using materials extracted from the patient's own blood. The research body will cooperate closely with the tissue bank in Győr. The hospital is also planning to conduct research in exercise physiology, aiming at improved monitoring of the level of rehabilitation.

The Castle Park Clinic hopes to become the most renowned sports surgery clinic in the region within a couple of years.

The clinic doesn't wish to boast of its capacities, but an acceptable level of elegance is important for them as well. The institution is in an excellent condition, despite being almost 10 years old now. This is because the owners put a special emphasis on maintenance of the building as well as the medical instruments. Every year, a two-week break is held to repair the wear and tear that occurred in the previous year. This involves a significant amount of investment, which is inevitable however, in order to be able to maintain its quality in the long run. Dr. Béres hopes that soon the surroundings of the building will also be renewed, which currently does not quite match the hospital. The local government has already promised to restore the parking lot and its vicinity in front of the building.

In 2008, Dr. György Béres was awarded the Prima Primisszima prize, as "The entrepreneur of the year", then in 2012 he received the Professional Award for Komárom-Esztergom County and finally, in 2013 he was made an honorary citizen of the town of Tata. He believes that through these awards, the work performed by all of the employees of the Castle Park Clinic has been recognised. Tata and the county of Komárom-Esztergom have demonstrated that they see the hospital as one that belongs to them, too.



THE HEALTHCARE OF 40 THOUSAND PEOPLE HAS IMPROVED

The new outpatient care centre at the Árpád-házi Szent Erzsébet Specialist Hospital and Outpatient Care Centre opened at the end of last year. The development was supported by EU funds and cost almost 900 million Hungarian Forints. Thanks to the investment, 40 thousand people now have access to better healthcare. The new sub-regional healthcare centre will accept patients from the beginning of the year.



The transformation of healthcare

From the 1st of May 2012, the Árpád-házi Szent Erzsébet¹ Specialist Hospital and Outpatient Care Centre came under state ownership. The government took over every outpatient care centre and hospital providing inpatient care, including the one in Tata. In line with the Semmelweis² Plan, active and chronic general (internal) care was phased out. Since then, the Tata institution has been operating with two inpatient care units: a musculoskeletal (45 beds) care unit and a cardiology rehabilitation department (60 beds). Furthermore, X-ray and ultrasound checks are also available for the residents of the sub-region.

The outpatient care units of Internal Medicine, Paediatrics, Dermatology, Vascular Surgery, ENT, Gastroenterology, Neurology, Pulmonology, Gynaecology, Cardiology, Psychiatry, Surgery, Ophthalmology and a Laboratory, Diabetology and Urology used to operate at the Outpatient Care Centre on Váraljai utca. The central on-call medical service, the paediatric nurses' service and the school healthcare service, which are all under the control of the municipality, were also housed in this building. Since 1st October 2013, the munic-

ipality moved the above services to a privately-owned building at Fűrdő utca 19, which had been completely refurbished and furnished by the owner. Since then, only 50 percent of the 3000 square metre building (built in 1978) on Váralja utca has been used. Since its construction, the building has never been significantly renovated, and its technical and building services systems were completely outdated. Therefore, the operation and maintenance of the building was taking huge amounts of money away from the institution's budget. The building was not in line with accessibility requirements, either.

As the hospital and the outpatient care centre did not operate at the same location, difficulties in direct-

ing the patients occurred frequently, as diagnostic imaging and outpatient care departments striving to provide emergency care were far away from each other. The cost of transportation was also very high due to the outpatient consultations held for in-patients. Furthermore, the hospital's X-ray machine commissioned in 1982 was completely outdated, and its operation incurred very high maintenance and repair costs.

A successful grant application

In order to sort out the aforementioned issues and reduce the operational, maintenance and other costs, the Árpád-házi Szent Erzsébet Specialist Hospital and Outpatient Care Centre, made the decision as a pub-

¹The daughter of Andrew II of Hungary and Gertrude of Merania. One of the most well-known and popular saints of the medieval period. Since the 13th century, her cult has remained widespread throughout the whole of Europe. She is the patron of wives, young mothers, The Third Order of St. Francis, and the caritas.

²Ignaz Semmelweis (Buda, 1 July 1818 – Vienna, 13 August 1865), one of the most significant pioneers of Hungarian medicine, "the saviour of mothers", who laid the basis for the aetiology of puerperal fever. Based on his thorough observations and experiences, as well as in-depth interpretation of statistical data, Semmelweis introduced antiseptic procedures in obstetrical clinics, thereby significantly decreasing the death rates connected to puerperal fever. He realised that puerperal fever was caused by doctors and trainee doctors examining pregnant women in the obstetrical department in the first clinic, without disinfecting their hands after performing autopsies. As the midwives did not perform autopsies, the rate of the aforementioned special type of sepsis was three times lower at the 2nd clinic serving the poor, compared to the 1st clinic managed by doctors. Semmelweis advised his colleagues to wash their hands with chlorinated lime solutions as a form of disinfection. He published his findings the same year. In May, he ordered the physicians, trainee doctors and nurses to disinfect their hands with chlorinated lime solutions before entering the obstetrical departments, and then in October, he made it obligatory to wash hands with the solution before examining each patient (a fifteen-minute procedure with a nailbrush). Back then these measures were highly unpopular, and doctors thought that the supporting statistical evidence was not sufficient. This is how his tireless fight began within the official scientific world of his time, unready to agree on this very simple, empirical conclusion, even with a microscope, which Semmelweis did not even use himself.



licly financed institution to merge its locations and to extend the building of the hospital with a new wing where the departments from Váralja utca could be housed. Furthermore, the hospital decided to purchase a new X-ray machine. The institution handed in a grant application for the arrangement entitled, "Support of restructuring by improving outpatient and inpatient care" within the Social Infrastructure Operational Programme of the New Széchenyi³ Plan. The hospital's grant application entitled, "Building a new outpatient care centre in Tata" received a grant of 900 million HUF (approx. 3 million Euro) in total. The objectives of the project were the following: moving the new, modern outpatient care unit to the new institution built together with the hospital, updating the necessary equipment and the transformation of the already existing building, as well as creating a new X-ray room.

The first steps

As the first step in the project, the contractor chosen by the public procurement tender started to pull down the obsolete parts of the building in April 2014. The boiler room in the external area of the hospital was dismantled and the heating system was connected to the hospital's existing heating system. After that, a new boiler room was built on the top floor of the hospital. Four new gas-condensing boilers and an attached system were installed, which make the operation of the heating system more economical. In order to make the building accessible, a wheelchair lift was installed next to the main building's entrance. In January 2015, the construction of the new outpatient care centre building was launched. The earthworks were rendered very difficult due to bad weather and a rocky site.

The new X-ray machine

Along with the extension of the building, the equipment was also modernised. Two new digital X-ray machines and an attached PACS system (image archiving and communication system) were purchased, and also the X-ray room was altered. The test run of the new machine started in March last year. The new equipment makes it possible to prepare images from targeted as well as screening examinations with the lowest possible level of exposure to radiation. Later, it will also be possible to connect these machines to a remote diagnostic system.

Improved energy consumption

Along with the creation of a new outpatient care centre, development of the hospital's energy systems also took place. The institution was awarded a more than 76 million Forint EU grant in the framework of a grant programme of the New Széchenyi Plan, entitled "Installation of photovoltaic systems for central budgetary organisations". Using this amount, a solar panel system was installed on the roof of the buildings. The above photovoltaic system is going to cover a significant part of

the hospital's electricity needs in the future.

The results

At the end of last year, the new outpatient care centre was officially opened, at which patients will be welcome from the beginning of January. These new investments make it possible to rationalise resources and permit effective operation of the institution. As a result of the developments, the quality of the service has improved, and patients are now more satisfied. The employees of the hospital can also work in a more suitable atmosphere.

The management of the Árpád-házi Szent Erzsébet Specialist Hospital and Outpatient Care Centre wishes to continue the work by renovating the old building as well. Also, the management places a significant emphasis on providing an appropriate staff set-up and they are thus recruiting new personnel. The town continues to provide every necessary support in this. József Michl, Mayor of Tata, confirmed at the opening ceremony that the municipality will do everything in its power to ensure the highest possible level of healthcare in Tata.



³István Széchenyi (Vienna, 21 September 1791. – Döbling 8 April, 1860.) politician, writer, polymath, economist, Minister of Transport in the Batthány government. Through his ideas and activities, he also influenced the creation of the new Hungary. One of the most outstanding and significant figures of the Hungarian political landscape, he is known for implementing a number of important reforms in the Hungarian economy, foreign policy and sport.



A MEETING OF TATA'S LARGEST TAXPAYERS

As in previous years, Mayor József Michl held a reception in 2016 for the managers of the largest taxpayers in Tata - the executives of companies with the most employees and highest tax payments.

Attendees at the event in Hotel Kiss received insight into the town's 2015 financial report, the 2016 budget, and the results of last year's developments, including expected new grant applications and future goals. Although the town recorded only HUF 1.2 billion in tax revenues in 2006, this figure rose to close to HUF 2.2 billion in 2015. The labour market

went through significant changes as well thanks to Tata businesses, with 445 new jobs created in our town; this is an especially pleasing number, as the economic plan adopted by the town council was based on 500 new jobs as a target for the current term.

Eszter Vitályos, the Hungarian State Secretary responsible for European Union development projects gave a presentation on "The Directions of Hungarian development policy in the 2014–2020 budgetary period", in which she specifically informed the audience about the current grant opportunities and the

available EU funds. She especially congratulated Tata on having submitted over 300 winning grant proposals in the previous (2007–2013) budgetary period, which meant that the town was awarded HUF 15.5 billion, of which 70% went to local enterprises. This figure is very strong when compared to the national average. The company managers and entrepreneurs shared their experiences in informal conversations at the meeting.





GEDIA HUNGARY KFT. TURNS 10 IN TATA

Gedia Hungary Kft. celebrated its 10th birthday in the autumn of 2016. Owned by a German parent company, this car industry supplier was set up in our town in 2006 on a seven hectare plot in Tata Industrial Park, where it has since become a major player in the industry of the micro-region.

At present, Gedia Hungary Kft. is operating in a 17,000 m² production hall with an adjacent 1,500 m² office building. The factory employs nearly 400 workers. They manufacture pressed and welded, protective and anti-crash vehicle body components for the automotive industry. Markus Schaumburg, CEO of Gedia Group, told us that at first they had had several options for expansion, but in the end, chose Tata because aside from other factors, they recognised the proper workforce within our town. Initially, they started out as an assembly and welding plant but within a few years, they decided on expansion and thus the press plant was founded along with further supplementary plant halls and new offices. In the last 5 years, Gedia Hungary has doubled both its sales volume and the number of its staff. Currently, the value of their turnover exceeds 50 million EUR.

At present, the facility in Tata produces more than 220 different products and ships them off daily to numerous points across the world. Customer satisfaction is also

achieved by renewable products and technologies, continuous improvement in quality, the customer-oriented sales approach and optimal cost planning. László Lipták-Fegő, Managing Director at Gedia Hungary, declared at the ceremony of the 10th anniversary that even for Gedia, a group whose foundation goes back more than a century, establishing a Hungarian factory ten years ago was a significant step in their history, the operation of which had been planned to be long-term from the beginning. Their initiative is supported by the developing infrastructure of Tata Industrial Park, as well as by support from the leadership of the town and the Hungarian Government. In the past decade, the factory has undergone major developments. It has been expanded in five stages and as a result of the constantly growing number of its customers, it has since become a supplier to all three Hungarian car manufacturers (Audi, Suzuki, Daimler) and almost two-thirds of its products are exported. The key driving force behind this development was provided by their workers who have been with them since the beginning. Many of them received awards at the ceremony for their contributions.

Regarding the anniversary, Mayor József Michl said, "It is a primary concern of the town's leadership that every citizen of Tata finds a suitable job, thus it was to our tremendous



pleasure when we could open the factory 10 years ago and work started immediately." He added that one of his first major achievements as mayor was the founding of the Gedia factory in Tata, which also proved that his predecessors had started out in the right direction by managing to bring such a large company to the industrial park. Gedia's exceptional development over the past 10 years is worthy of recognition and is highly appreciated.

In the past decade, both the automotive industry and the Hungarian economy in general have gone through significant changes. According to its plans for the next 10 years, Gedia Hungary Kft. is facing the upcoming challenges as a perfectly renewed organisation, successfully combining past experience with the expertise of new colleagues. We wish them every success in the upcoming years!



May assembly of Által-ér Association From left to right: Gellért Bán, owner of Naszály Mill Field, Mayor József Michl, President of the Association, János Bencsik, MP, László Musicz, Technical Director

PARTNERSHIP FOR THE ENVIRONMENT

The Által-ér Association is one of the most important organisations in Hungary's Komárom-Esztergom county. 22 years ago, the association was established with the aim of rehabilitating the environment, which had been destroyed by local heavy industry. To this day, the association initiates numerous partnerships, projects and investments. Throughout the years, several new organisations have grown out of it and become independent, and it continues to cooperate with them closely. Last year, the association was awarded the Professional Award for Komárom-Esztergom County.

In the early 1980s, pollution of Tata's Old Lake was so serious – mainly caused by Tatabánya and Oroszlány industrial plants discharging unfiltered wastewater into the lake – that swimming in the lake had to be prohibited. After this measure, tourism declined significantly in the town, as the Old Lake was Tata's biggest tourist attraction. Meanwhile – due to mining – the town's springs dried out one-by-one, too. Therefore, at one of the meetings of the Comecon (Council for Mutual Economic Assistance) in Moscow, the Tata basin and the fishing area of the Által-ér was de-

clared an environmental model area. The area was shown everywhere as the worst example of all types of environmental pollution. Also, there were some attempts back then to implement developments and environmental investments, however with very little effect.

After the fall of communism, the Municipality of Tata decided to rescue the Old Lake, and all the parties participating in the first free election agreed with the idea. Also, an analytical investigative study was prepared about the condition of the lake, which presented the problems

very accurately. The study was compiled by an American team with the help of Hungarian experts. The most important conclusion of the study was that the problem had to be addressed on a much larger scale, and an organisation across the whole catchment area had to be established in order to save the lake. The Municipality of Tata also knew all too well that it was impossible to handle the lake alone. All the affected towns and villages had to join forces. In January 1994, the town established the Által-ér Organisation (based on the laws on association, it was only an association), which included the towns and villages of the catchment area, the county municipality and the largest water-consuming companies (Vértes Power Plant, the Waterworks, etc.) in the river basin. The catchment area of Által-ér is altogether 520 km², stretching from the upstream area near Pusztavám to the estuary near Dunaalmás. It includes the whole sub-region consisting of Tata, Tatabánya and Oroszlány, i.e. the whole Tata Basin. The statutes of the organisation, to which no major changes have been made over the years, were composed with the help

of István Kiss, who assisted Zoltán Magyary in turning the Tata district into a model area. The most important goal of the organisation was to establish a platform for discussing the issues affecting the Által-ér horizontally, as well as vertically. The organisational structure was established in a way that the whole catchment area – upstream, midstream and downstream – was represented in the managing bodies. The president of the organisation is always the current chief official of the town, therefore the post is presently held by József Michl, Mayor of Tata. At the outset, the members already knew that environmental problems had to be addressed, keeping in mind their complexity, and it was not possible to cease the sources of pollution overnight. There was a need for a lot of discussion and assessment.

After its foundation, the organisation got to work immediately: water quality was examined several times at different locations along the river, and from time to time, new sources of pollution were discovered and the association initiated their elimination at the environmental protection authority. Unique natural assets were discovered across the catchment area. Several locations were preserved to become a natural conservation area. In their everyday work, the members realized that

it was not enough to restrict their activities to environmental protection. There was a huge need for environmental education too. They contacted the schools of the affected towns and villages and student environmental education was launched. Back then, there were already some funds available for developments, however these served the building of the so-called classic democracy; they were available for discussions, study trips and environmental education, but not for the rehabilitation of the environment. But the organisation applied for these funds as well. The members of the organisation, together with the leaders of the towns, visited the Masurian Lakes, where they looked at an environmental investment, or they studied renewable energy sources in Austria.

After that, they started to plan for renewable energy sources themselves. In the late nineties, the organisation was the first in the county to start to deal with rural development; leading to the founding of the Vértess-Gerecse Rural Development Community. It worked so well, that today the partnership extends to the other side of the Vértess Hills in Fejér county, and includes altogether 38 towns and villages. Today the community is independent, but continues to keep up close relations with the Által-ér Association and the two organisa-

tions share the same office.

The first state grants targeting environmental rehabilitation opened up in 2008, and as a result in 2009 the rehabilitation of the environment along the Által-ér was launched. In 2012, in cooperation with the town and the North-Transdanubian Water Directorate, the association won a 1.5 billion HUF EU grant for the rehabilitation of the Old Lake and the Által-ér. The association began to restore the environment, but since a financial contribution of 150 million HUF was necessary for the grant programme, they asked the Directorate to hand in the grant application and to implement the restoration efforts, because as a state institution, no contribution was needed. The association took part in the restoration efforts throughout the whole process and acted as a key driver for the project.

In 2013, after a several year-long preparatory phase, the association established the Gerecse Nature Park and it has been the park's operator ever since. The Nature Park is a grass-roots movement working for the conservation of rural areas, values, environmental education and the sustainable, holistic management of natural resources that strives to give the region a unified look. The Nature Park is based on a partnership. It was the founders' intention to at-



Design plan of Visitors' Centre planned for Bajót

tract those to join the Nature Park, who felt that they could identify with the above approach and this type of sustainability. Almost every town and village of the Gerecse Mountains undertook to participate in the above cooperation. The membership of the Nature Park consists of 29 towns and villages in total and 18 companies and non-profit organisations. There is a big overlap between the members of the Által-ér Association and the Gerecse Nature Park. The latter also involves members who are not located in the catchment area of the Által-ér.

Recently, the association has played a significant role in other projects too. Of these projects, the most significant is the restoration of the "Fényes" nature trail and the "Réti 8" Lake. The association laid out the trail and also determined the message to be conveyed by this ecotourism destination. In the case of the "Réti 8" Lake, the town appointed the association to prepare the plans and the environmental impact study and to obtain the water rights licences. The implementation was not the responsibility of the association, as they handed over the task to professionals, but still monitored it closely throughout the whole process. Later the association even undertook to do the PR for the investment; they held presentations and forums, and continuously informed the press about the developments of the project.

In the future, the Nature Park is going to take on some very important tasks, too. Following the positive results of the restoration works on the Old Lake and the Által-ér, the town intends to continue its rehabilitation programme. The municipality wishes to invest in a bigger water project which can easily be divided up into smaller parts. The investment will include the rehabilitation of the lake as well as the appropriate utilisation of the springs which had been restored earlier. One of Hungary's most abundant spring systems is to be renewed here, therefore this huge amount of water has to be utilised somehow. The municipality has several options; the springs can be used to maintain lakes or lake systems, to fill up the ditches of the town with water or to revive the mills, etc.

In continuation of the Lake's rehabilitation – based on preliminary assessments – approx. 1 million cubic metres of sludge must be removed from the lake. A significant amount of sludge would be transported elsewhere, as it is not possible to put it onto the shore. The remaining part would be used to create a system of little islands in the lake for the migratory birds. The islands would be covered with a clay insulation to prevent any pollutants being released from the sludge into the lake. By dredging the lake, not only the water quality but also the water storage capacity of the lake would be improved. For this, the municipality intends to use state and EU funds. During the restoration works, a 5-hectare cove was established which serves as an excellent fish and bird habitat. Recently, quite a lot of protected plant species have appeared there. In fact, a so-called filtering area was established there, which purifies the water of the Által-ér, as it spills into the lake. We wish to create a similar filtering area at the south-eastern part of the lake, as it would be very important for the self-purification processes in the lake. On the eastern side, it was necessary to create a shore consisting of silt so that pollutants, which had earlier been washed back to the water, could be deposited here. The shallow water zone with gravel and sand creates certain types of flora and fauna which stimulate the process of decomposition. The biggest sources of pollution have already been closed down, and now the town wishes to address some tasks within the lake. In the coming years, the second part of the restoration will be prepared. The association has already started negotiations with the Water Directorate in the hope of a new collaboration, and is looking for new partners who wish to support the initiative. They wish to utilise funds even at the preparation stage. They would like to be finished with the project by 2020, so that they can hand in new grant applications for the new public spending cycles.

The association is working on a new development for the Nature Park too. In the framework of the Regional Development Operational Programme, they handed in a grant

application for creating a visitor's centre in Bajót. This is going to be the most significant ecotourism development in the region. They handed in the application together with their consortium partners: the Salesian order, the Municipality of Bajót and Duna-Gerecse Turisztikai Kft. In case they receive funds for the project, in two years a visitor's centre is to be set up at the ancient pilgrimage site in Péliődszentkereszt, which will be a sophisticated cultural and environmental centre. It will host a permanent exhibition on the Gerecse Nature Park and is to provide space for all member towns, villages and partners to introduce themselves. There will be a conference room, a souvenir shop, a nature trail, and later, an open air theatre too. With the



establishment of the visitor's centre, we would like to raise awareness of the Gerecse and its hidden treasures. If the project is successful, the ecotourism centres at Bajót and Tata would like to establish a close cooperation and strengthen each other's appeal in offering tourism services for visitors to the Gerecse.

In the near future, we would like to make some developments in all of the member towns and villages: to set up a Nature Park InfoPoint, or to make small interventions for the protection of the environment. In Tatabánya too, several projects are in the pipeline or are going to be launched in the near future, such as the restoration of the Erőmű-tó (the Power Plant Lake) or the establishment of a visitor's centre next to the

Turul Statue. From the point of view of the association, these developments are of high priority, and they are keen to contribute to their implementation.

This year, the association held its annual general assembly in the renovated building of the watermill in Naszály, which is more than 500 years old. At the event, József Michl, Mayor and President of the association, informed members about the professional discussions which are currently under way concerning the second phase of the restoration of the Old Lake and the Gerecse Nature Park visitor's centre planned to be established in Bajót. László Musicz, the professional director of the association, gave an overview of the tasks completed in the past years includ-

ing the dredging works in the Old Lake, the innovations at the Gerecse Nature Park, the utilisation of the water of the restored springs, and the interventions at the catchment area of the Által-ér, aimed at improving water quality. At the general assembly, the Awards for the Natural and Cultural Heritage of the Valley of Által-ér were also handed out. Grundfos Magyarország Gyártó Kft. was awarded for its environmentally-conscious manufacturing practices in sustainable development, and Happy Bike Kft. was recognised for its assistance in the preparation and planning of cycle paths in the Valley of the Által-ér.

Participants in the Association's May assembly





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Tata

- its administrative area is currently 78.17 km²
- the number of permanent residents is now 23,458 (on 1 January 2016).
- it is a district centre composed of the town of Tata and 9 surrounding villages with a total of close to 39,000 inhabitants.
- its highest point is Kálvária Hill at 167 m.
- its largest lake is Old Lake that covers an area of 230 hectares with an average depth of 2.4 m, with the deepest point reaching 6.1 m. It has 4.3 million m³ of water and its catchment area is 460 km².
- Old Lake is an internationally recognised water habitat under the Ramsar Convention, where over 230 bird species have been spotted so far.
- it has received numerous awards in recent years, including the award for Bicycle-friendly Town in 2008, the Hungarian Capital of Biodiversity in 2010, the Europe Prize from the Council of Europe in 2013. In 2014, Echo Television named it the most beautiful Hungarian town, and in 2015 it became the capital of marketing.
- it is a child-friendly town that joined the UNICEF initiative in 2008.
- it has close links with its nine twin towns: Alkmaar in the Netherlands, Gerlingen in Germany, Dammarie-lès-Lys in France, Arenzano and Montebelluna in Italy, Szógyén in Slovenia, Szováta in Romania, Pińczów in Poland and Magyarkanizsa in Serbia.
- it is a student town with four primary, six secondary and three art schools.
- you can get plenty of interesting information about Tata and its people on websites such as www.tata.hu and www.decem.eu as well as on Facebook (Város Tata).

Brief history of the town

At the western foot of the Gerecse Hills, enclosed by the Vértes Hills, lies a town steeped in history. Thanks to its warm water springs and valuable natural resources, it became a settlement as early as the prehistoric age, which is attested by several archaeological finds under the former Piarist grammar school. Old Lake was named in the Roman era. King Zsigmond built a Renaissance castle on its bank in the second half of the 14th century. This put Tata on the map: Holy Roman emperors, monarchs, princes and envoys soon started to meet in Tata.

The town of Tata was occupied by the Turks in 1543. During the one hundred and forty-five years of Turkish rule, the castle changed hands nine times and was in Turkish hands for sixteen years.

Tata and the neighbouring villages were bought by József Esterházy in 1727. The Esterházy family contributed greatly to the rise and influence of contemporary Baroque architecture in the town for two hundred years: the Holy Cross Parish Church and the Esterházy Palace were built during this period based on plans drawn up by chief town architect, Jakab Fellner. The Esterházy family also made Old Lake fishable, drained the marshland, and regulated the network of streams, canals and brooks which provided energy for water mills.

After the Austrian-Hungarian Compromise in 1867, Tata and Tóváros started to be urbanised; several factories and plants were built in this period. Tata-Tóváros was connected to the railway network at this time. The Komárom-Budapest railway line was built in 1883-1884 with a station built in Tata. In the second half of the 19th century, Miklós Esterházy built a racecourse in Kertváros and introduced horse racing.

Tourist traffic picked up considerably in the first decades of the 20th century: The outdoor stage, cafés, lakes and springs attracted a lot of people from the capital who wanted to rest in the countryside. The merger of Tata and Tóváros in 1938 urged by Zoltán Magyar helped the town improve even more. In 1954, Tata was officially awarded town status.



Tata