



REVVA B

CASE STUDIES

Jerzy Mankowski

1. INTRO

The estate was confiscated by the communist in the 40ties. I was able to buy back my family estate only in 2000 but the farming land belongs to another owner. Today the castle is used as a hotel, I'm also living there. It is a business decision, but also a personal one I want to maintain this part of Polish history alive.

For more information please visit the website www.brodnicamansion.com

2. PROMOTER PROFILE

- **Name:** Jerzy Mankowski
- **Age:** 72
- **Gender:** Male
- **Education:** Doctoral
- **Marital status:** Married
- **Number of children and children age:**
1 child (25)



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Brodnica 37, 63-112 Brodnica, Polska.
- **Reused/Valorised building type:** Residential.
- **Reuse/Valorisation purpose:** Gastronomy, Hotel operation, Living space, Commercial space, Pedagogical purposes; Office space.

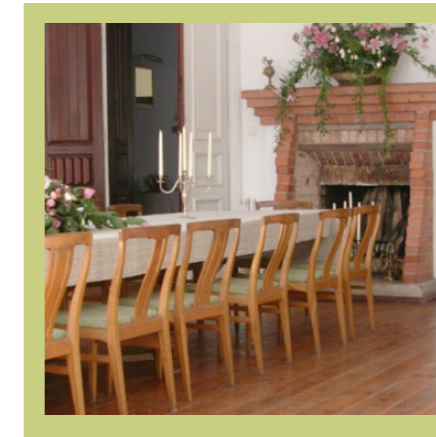
Building description before reuse/valorisation

The Brodnica Mansion was built around 1890 by my great grandparents Waclaw Mankowski and Antonina Chlapowska, the granddaughter of General Dezydery Chlapowski. I was able to buy the mansion back from the State Treasury only in 2000 and to restore it, with the intention to create an exclusive place for our guests who will be received by my wife and myself in the warm atmosphere of a private home.

Building description after reuse/valorisation

The restoration took more than 15 years and still goes on. Today, we are offering spacious and modern rooms (water and electrical installations are new). Wifi is available in the entire building, without losing the charm of the XIX mansion. In addition we have a restaurant promoting Polish cuisine. We are proud as our Brodnica Mansion belongs to the network of "Chateaux et Hôtels de Charme".

Building Pictures



4. FARM DESCRIPTION

- **Address:** Brodnica 37, 63-112 Brodnica, Polska.
- **Farm Area in ha:** -

Farm description before reuse/valorisation

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Farm description after the reuse/valorisation process:

Before Communism, the estate was composed of few buildings, surrounded by farming land. Today, the Brodnica Mansion enjoys 1000 m² of useable space and a superb park of 6 ha. Next to the Brodnica church is the tomb of Jozef Wybicki, the composer of the Polish national anthem. The region is brimming with castles, palaces and mansions like the Rogalin palace, having also one of the largest collections of Polish paintings, or the castle of Kornik – a show-piece of Polish tradition and culture.



5. REUSE/VALORISATION PROCESS

My parents, Kazimierz Mankowski and Zofia Potocka, granddaughter of Anna Dzialynska from Kornik, were the last owners of Brodnica, before its expropriation by the communist regime. I was able to buy the mansion back from the State Treasury and to restore it, with the intention to create an exclusive place for our guests who will be received by my wife and myself in the warm atmosphere of a private home. The goal was to enable you to share with us our everyday life and exchange ideas with others, around a common dining table.

As the farming land belongs to another owner, we had to ensure new services to guarantee financial means for further restoration and daily maintenance. Today, we are a well known place for weddings, seminars, and our restaurant promotes Polish cuisine with recipes from XIX adapted to modern tastes

Threats/Challenges

- Financing: this is always the biggest challenge when speaking about restoration and daily maintenance of the buildings. As we do employ people, the responsibility is even bigger. Therefore it is better to rethink each investment twice but you have to stay open “to out of the box” ideas.
- Time: it is always better to earn first and spend after; but if you believe that an idea will bring you additional income you have to be ready to take the risk. Nevertheless a good planning is always a “must”.
- Technical problems: you have to be motivated as you will come across a lot of problems you were not aware of: “red tape”; legal or administrative documents to fill in or deliver etc.

Main Training/Skills/Competences

- Motivation and management skills: the motivation needs to be at 110% as you will often face difficulties; in addition you have to work with a good manager if you don't have this capacity yourself.
- Team spirit and Practical Skills: It is very important to have a good team working with you on daily basis, to build trust within the team but also with your customers.

Promoter advice

You have to be :

- highly motivated but also well prepared (business plan)
- have a good team, including members of your family
- embrace challenges and stay positive
- be sure that your mind stays open for new ideas, but keeping in mind your financial

capacities

- always think ‘ahead’

6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

The most important is to have clear ideas why do you want to be involved in the restoration/valorisation in rural areas. The countryside can inspire and offer new possibilities but you have also to keep in mind that you have to be able to ensure a good quality of life to your family (school for children etc).

Rural business can be therefore a bigger challenge than an urban one. But, if you include the needs of local community and build links with your neighbours etc then you will be “rewarded” on various levels.

Skills/Competences especially relevant for the reuse/valorisation process

- Good management skills
- Open mind
- Communication skills

Queries/Questions

- What services can I offer ?
- Who will be my customers ?
- How can I involve local community and administration ?



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