

Registration

Strong District Centres for Vital Cities

Stimulus for the European Urban Development through the Project “Managing District Centres in Northwest Europe” (MANDIE)

Date: Thursday, 15th September, 2011 | 10.00 am – 4.15 pm

Location: Town Hall Stuttgart | Marktplatz 1 | 70173 Stuttgart

Please send your registration to the City of Stuttgart until **September 8, 2011:**

By Fax: +49 (0)711 216-959 1233 or

By E-mail: wifoe@stuttgart.de

Your contact: Torsten von Appen

Tel: +49 (0)711 216-91 233

The participation in the conference is free of charge!

Name:

Position:

Institution:

Telephone:

E-mail:

Name:

Position:

Institution:

Telephone:

E-mail:



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Welcome

Dear Sir or Madam,

Apart from the booming city centres and the shopping malls in the outskirts, in European cities there are more and more districts which are economically and structurally weakened, being seriously affected by enervated retail, increasing shop vacancy, move of inhabitants and economic, social and demographic decline. However, strong district centres are an indispensable part of sustainable cities.

Within the scope of the European project “Managing District Centres in Northwest Europe” (MANDIE) and under the lead partnership of the City of Stuttgart, eleven partners from Belgium, Germany, Netherlands and the UK have developed and tested varied methods to strengthen their district centres. The partners aimed at enhancing the attractiveness and economic performance of district centres, focusing on the key themes governance, marketing and retail. Besides, there have been involved local players and the project was accompanied by a scientific advisory board. With its activities, MANDIE is in accord with the postulations of the Leipzig Charter on Sustainable European Cities, with the Territorial Agenda 2020 of the European Union and the Lisbon Treaty.

To mark the beginning of the conference, the future importance of district centres and possible supportive measures will be discussed in high-ranking political speeches. After that, the examples of best-practice implemented by the project partners will illustrate key themes and challenges of district centre management.

We wish you a profitable listening and a pleasant participation in the discussions!

Dr. Wolfgang Schuster
Mayor City of Stuttgart

and the ten further partners of the MANDIE-Project

Information

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Languages: German, English (the presentations will be translated simultaneously)

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Arrival:

From Stuttgart Airport

Take the S-Bahn (S2 direction Schorndorf or S3 direction Backnang), get off at “Stadtmitte”. Follow on foot the street “Lange Straße” straight ahead until the market square. (Duration: about 40 minutes)

From Stuttgart Main Station

Take the light-rail U5, U6, U7, U12 or U15. Get off at “Schlossplatz”. Cross on foot “Schillerplatz” and go ahead until the market square. (Duration: about 6 minutes)

By Car

See map. Among others, there are parking facilities in the car park “Rathaus” (access via Eichstraße).

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Strong District Centres for Vital Cities

Stimulus for the European Urban Development through the Project “Managing District Centres in Northwest Europe” (MANDIE)

European Conference
on 15th September 2011
in Stuttgart





“Managing District Centres in Northwest Europe” (MANDIE)

EU-Project to support an integrated district centre management in Northwest Europe

Lead Partner:

City of Stuttgart, Economic Development Department (D)

Project Partners:

- HFT University of Applied Sciences Stuttgart (D)
- Frankfurt City Council (D)
- Hagen City Council (D)
- German Association for Housing, Urban and Spatial Development (D)
- AMCV – Association du Management de Centre-Ville (BE)
- Antwerp City Council (BE)
- Eindhoven City Council (NL)
- ATCM – Association of Town Centre Management (UK)
- Oldham Metropolitan Borough Council (UK)
- Bury Metropolitan Borough Council (UK)

Project Running Time:

November 2008 until October 2011

The project ‘MANDIE’ receives co-financing from the ‘Northwest Europe Programme’ (INTERREG IV B, European Fund for Regional Development). It thus contributes to the objective of European territorial cohesion and enhances the performance and attractiveness of Europe’s cities and regions. In addition, the project is supported by the German Federal Programme *Transnational Cooperation* of the Federal Ministry for Transport, Building and Urban Affairs.

ab 9.15 am Welcome and Registration

10.00 am Political Start

Moderation: Reimut Vogel, Chief Editor “Baden-Württemberg-Magazin”

Address of Welcome

Dr. Wolfgang Schuster, Mayor of the City of Stuttgart

The Importance of the Cities in the New Territorial Policy of Cohesion in the EU – Effects on Supportive Measures

Michel-Eric Dufeil, Head of Unit (Germany & the Netherlands), European Commission, Brüssel

“Inner City White Paper” and National Urban Development Policies in Germany

Dr. Jochen Lang, Head of Division “Policy Matters of Urban Development Funding“, Federal Ministry of Transport, Building and Urban Development, Berlin

About the Additional Value of European Projects

Dr. Frank Speier, Head of Division “European Economic Policy” in the Ministry of Economy and Finance of Baden-Württemberg, Stuttgart

European Urban Development from the Perspective of the Netherlands

Bert Brunninkhuis, Director of the Municipality of Eindhoven

Questions and Discussion with the Audience

12.00 am Lunch

1.00 pm Attractive District Centres – Project Experiences and Solution Approaches

General Approaches of District Centre Management

- **District Centre Management as Strategy for a Sustainable Urban Development**

Dr. Karoline Brombach, Research Assistant, Prof. Dr. Detlef Kurth, Dean of Students Urban Planning, HFT University of Applied Sciences, Stuttgart

- **Tasks of District Managers in Practice**

Prof. Cathy Parker, Manchester Metropolitan University, Association of Town Centre Management

Image and Marketing Campaigns

- **Made in Bury Campaign**

Tracey Flynn, Principal Strategy & Resources Officer, Bury Council

- **Sharpening Profiles through Customized Events in the District Centre**

Gabriele Haasler, Spokesperson and Executive Board of the Retailers’ Association “Wir in Wehringhausen e.V.”, City of Hagen

Real Estate Industry and Local Networking

- **Project Development in Local Partnership**

Werner Buch, Construction Director in the Urban Planning Department, City of Frankfurt

2.45 pm District Centre Management – Project Experiences and Solution Approaches

District Centre Management from the Retail’s Point of View

- **Network City and Retail**

Helmut Feskorn, Executive Director of the Trade Association Baden-Württemberg e.V., Stuttgart

District Centre Management in Practice

- **Strategic Vision for a District Centre**

Vanessa Morganti, Project Manager District Centre Management, City of Antwerp

- **Projects against Crime**

Mark Lester, Head of Economy and Skills, Oldham Council

- **District Centre Management in Stuttgart**

Torsten von Appen, District Centre Manager, City of Stuttgart

3.45 pm Questions and Discussion with the Audience

4.00 pm Summary and Further Steps in European Cooperation

Dr. Welf Selke, CEO of the German Association for Housing, Urban and Spatial Development GmbH

4.15 pm End of Conference

2.15 pm Coffee Break

