

Venue

International Press House of Flanders
Grote Markt 40
2000 Antwerpen



Directions

By Public Transport (www.delijn.be):

trams 7,10,11
premetrolines 2, 3, 5, 15
city bus 1, 9, 28, 32

By train//TGV (www.b-rail.be):

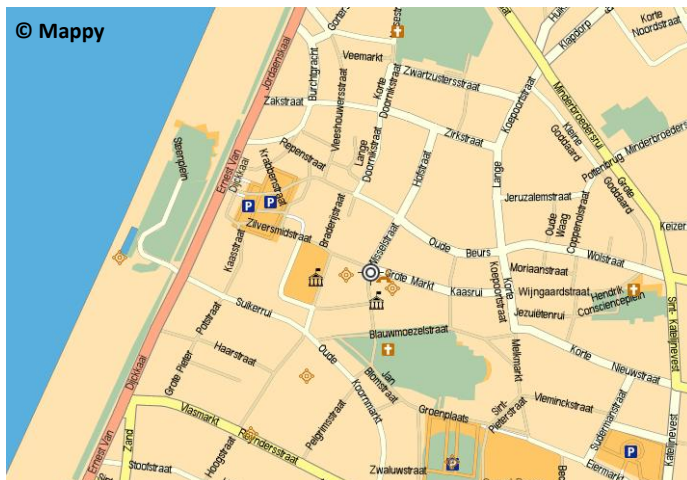
The international railwaystations Antwerp Central (with connection to the premetroline towards the city centre, stop 'Groenplaats') and Antwerp-Berchem

By airplane

The airport of Deurne and of Zaventem

By car

There are numerous parkings in the vicinity of the IPV [click here](#)



Partners Involved

City of Stuttgart (Germany)
AMCV - Association du Management de Centre-Ville (Belgium)
German Association for Housing, Urban and Spatial Development (Germany)
HFF University of Applied Sciences Stuttgart (Germany)
Oldham Metropolitan Borough Council (UK)
Antwerp City Council (Belgium)
Bury Metropolitan Borough Council (UK)
Eindhoven City Council (Netherlands)
Frankfurt City Council (Germany)



Contact

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layout & setting: MANDIE project management
pictures: project management, city of Antwerp



Transnational Training Session on District Centre Management

Long-Term Perspective vs. Short-Term Perspective

ANTWERP, 20TH MAY 2010



Innovative Concepts for Vibrant District Centres

Many local communities in Europe are characterised by a poly-centric structure: Besides the inner city there are several districts at the outskirts with evolved centres. These district centres provide the local population with retail and every-day services. While retail in the inner city has often been able to stabilise, many district centres are nowadays economically and structurally weakened. Due to changes in shopping habits and consumer behaviour local spending power drifts to the inner city and the surrounding countryside. Bigger companies can survive but the existence of SME is more and more put at jeopardy. Increasing shop vacancies are the first symptoms showing the urgent need for action.

To position district centres as attractive and prosperous places adequate offers and instruments are needed. The MANDIE project explores the management of district centres in Europe, focusing on key themes; governance, marketing and retail. Partners aim at stopping declining process and rather enhancing the attractiveness and economic performance of district centres. Interdisciplinary study modules help to educate future district and place manager. Research activities, including; a comparative analysis, and a job profile contribute to understand district centres and their challenges better.

During this training session experts share their knowledge on District Centre Management (DCM), and sensitise for its need and demands. Best practice advice will be provided in order to implement innovative concepts locally.

Join the discussion, learn more about district centre management and gain new ideas for your daily work!



Programme

09.30 **Arrival and Registration**

10.00 **Welcome to Antwerp**

Robert Voorhamme, Alderman for Education, Employment, Economy and Local Businesses

10.10 **Managing District Centres in North West Europe.**

Dr. Klaus Vogt, City of Stuttgart, Lead Partner (required)

10.20 **Why do Cities Change? A Theoretical Approach.**

Simon Quin, ATCM CEO

10.40 **Preparing for the Unexpected. Responses to the Credit Crunch Given by Communities.**

Dave Catherall, Principal Partnership Officer, Oldham Council

11.00 coffe break

11.15 **Qualifying DCM: How to Create Awareness for Different Approaches?**

Prof. Dr. Detlef Kurth, HFT

11.45 **How Can Urban Planning Instruments Contribute to Image Building?**

Prof. Dr. Christina Simon-Philipp, HFT

12.15 **How to Take Action? A Practical Perspective.**

Survival Strategies for Retail in Ailing Districts,

Claire Albaret, AMCV

Image Building, Torsten von Appen, City of Stuttgart

13.00 lunch break

14.00 Workshops

Image Construction (led by Michel Driessen, Eindhoven & Tracey Web, Bury)

Branch Mix (led by Vanessa Morganti, Antwerp &

Werner Buch, Frankfurt)

Barriers to Change (led by Simon Quin, Prof. Cathy Parker & Daniel McGrath)

16.00 coffee break

16.15 **Lessons Learned — workshop results and feedback**

Moderation: Dr. Vogt (required)

Application Form

Yes, I will participate* in the training session on 20th May 2010.

Please inform me per email about news regarding the event and the Mandie project.

name _____

organisation/ institution _____

city _____

email _____

date _____

Please send the completed application per fax or per email by 10th May at the latest to the overall project management:

Gesellschaft des Deutschen Verbandes
(DV-GmbH)

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* The training session is free of charge.