

## News from District Management

# mandie

## MANAGING DISTRICT CENTRES in Northwest Europe



### MANDIE STANDS FOR:

- Professionalism among those responsible for city district management
- Stepping up brand building of district centres
- Stabilising urban neighbourhoods through Urban Governance structures
- Revitalising inner-city service structures
- Vacancy management for attractive neighbourhoods

## Managing District Centres in NorthWest Europe – MANDIE

Many local municipalities in Europe are characterised by a polycentric 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 help to understand district centres and their challenges better.



## Report from Partners MANDIE in Bury – Radcliffe Works

Radcliffe Works has now been operational since July 2009. Radcliffe is a district of Bury that has high level of unemployment especially amongst young people and the older generation.

The concept was introduced in an empty property in the centre of the district. The purpose of the shop is to bring together partner organisation who can work together in one place to assist local people back into employment and to increase their skills and confidence. Since the opening 908 visits have been made by local residents.

### The partners Bury works with include the following organisations:

- Bury Council Adult Learning (they deliver skills training including IT)
- Shaw Trust (contract holders to deliver support to unemployed clients with a disability)
- Bury College (local college delivering a wide range of training and qualification guidance)
- Next Step Information, Advice and Guidance (they give careers advice to adults)
- Business Link (national organisation that advice on new business start up advice and growth)
- Bury Council Revenues and Benefits (advice on local taxes)

The location is open to members of the public for two days a week and is available on the other three days for our partners to deliver training.

The project has ensured not only help and advice for local people but to increase the footfall in the High Street. It is hoped that his model of working will be extended to other areas and will continue beyond the lifespan of the MANDIE Project.



## News from the project Transnational Training Session on District Centre Management

Various tools and measures are tested and applied within the MANDIE project. Three main topics these measures contribute to were subject to a Transnational Training Session in Antwerp on 20 May 2010. International experts and practitioners from West Europe discussed on solutions for:

- 1) the construction and strengthening of district identity and image,
- 2) improved branch mix and multifunctional district centres, and
- 3) overcoming barriers to change.

### In order to be successful in long-term district centre management, aspects need consideration going beyond classical measures and reactions on district change:

- Why did the respective city and district change?
- What kinds of relations in the urban fabric are predominant.
- What kind of image does a district have internally and from external visitors?
- Which measures are feasible to strengthen local images and identity?
- Do partnerships play a role in the district.
- Can key measures play a major role for a positive change in district centres, giving response to the increasing lack of public financing and paving a way out of overall downgrade?
- What do professionals need to know about the integrated system of a district in which they are acting?

At the end, the training session helped to sensitise for DCM's need and demands. Best practice advice was provided and practitioners gained new ideas for their daily work.

All presentations are available for download at the MANDIE website <http://www.district-management.eu/>

### Why we are working in European context?

Through the linking of local and transnational activities, the subject of city district management is placed on and moves to the top of the political agenda of the participating cities. The interdisciplinary exchange of experience will benefit all stakeholders, the public sector and private sector. It reduces costs, increases effectiveness, and through mutual learning making the same mistakes twice can be avoided. Thus, MANDIE puts European policies into practice.

### Why is District Centre Management important?

- “A (district) centre functions only if it is attractive to the target group, accessible, if it offers amenities and if action is taken for its maintenance and improvement.” *Association of Town Centre Management, UK*
- “Many district centres require improvement and maintenance – which is facilitated by a district centre management. The importance of district centre is evident: Cities need vital and attractive districts in order to remain attractive in total.” *City of Stuttgart, D*
- “District Centre Management means: The right hand knows what the left hand is doing.” *Oldham Borough Council, UK*

#### Partners

- City of Stuttgart (Germany)
- AMCV - Association du Management de Centre-Ville (Belgium)
- German Association for Housing, Urban and Spatial Development (Germany)
- HFT 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)
- Hagen City Council (Germany)
- ATCM - Association of Town Centre Management (UK)

#### Project Duration:

- November 2008 to October 2011

#### Project Finances:

- 2.8 Mio. Euro  
(ERDF share: 1.4 Mio. Euro)

