



## TOCEMA EUROPE

The European network of Town Centre Management

**TOCEMA EUROPE** is the European network of Town Centre Management created with the support from INTERREG IIIC European funded programme. It brings together a large and diversified partnership composed of towns and cities, regional authorities and public equivalent bodies such as national associations of Town Centre Management.

**TOCEMA EUROPE** promotes Town Centre Management initiatives throughout Europe and encourages the implementation of innovative projects in urban development.

**Objectives:** Its purpose is to create a European network for Town Centre Management focusing on urban development issues such as retail, environment (cleanliness, security, conviviality, etc), tourism, culture, accessibility, housing, etc.

- Missions:**
- To give guidelines to the concept of Town Centre Management in Europe by designing a common **European definition and Quality Mark**.
  - To create a **long-term European interchange** for sharing hands-on experience, methodologies and best practice.
  - To improve or strengthen the **interregional cooperation** in the TCM sector between cities, regions and national or regional associations of Town Centre Management.
  - To value and foster **new initiatives** in urban development and **joint projects** in public private partnership.

## The European definition of Town Centre Management

### The objectives

- To stimulate the debate about the future of the town or city centre
- To ensure an inclusive process and shared ownership of the vision and the strategy
- To develop effective and funded processes to deliver agreed initiatives
- To create liveable, attractive, sustainable centres

### The definition

The goal of town centre management is to encourage the improvement and development of the town centre both now and in the future. It is based on a global approach to urban development - in other words, a **multidisciplinary approach** covering economic, social and cultural aspects.

**Partnership** - whether formal or informal - is at the heart of the process. It unites the town centre's public and private stakeholders and encourages them to collaborate on mutual interests based on a common plan of action.

Town Centre Management:

- encourages **collaboration and exchanges** for improved efficiency and communication between partners.
- allows partners to draw up a **common vision and strategy**.
- ensures **active participation** of each partner in the implementation of joint actions.
- furthers the **vitality and viability** of the town centre through management, promotion, development and investment.

The actions to be carried out, in both the short and long term, involve all sectors: retail, environment, tourism, culture, housing and urban development.

Town Centre Management is financed by both the public and/or the private sector. It is **proactive** and anticipates the new challenges facing tomorrow's cities, responds to them effectively by predicting trends in economic, environmental, lifestyle and behavioural matters, and develops new work methods.