



Town Centre Management, a tool to work on attractiveness of the city: the experience of Voghera

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Inquadramento



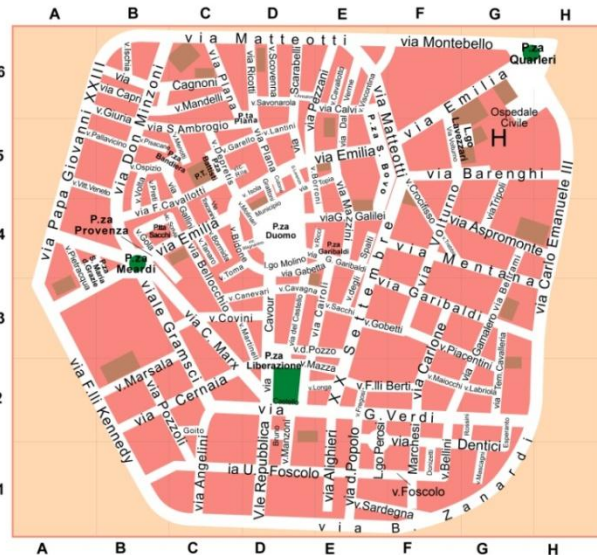
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Urban setting



CENTRO STORICO



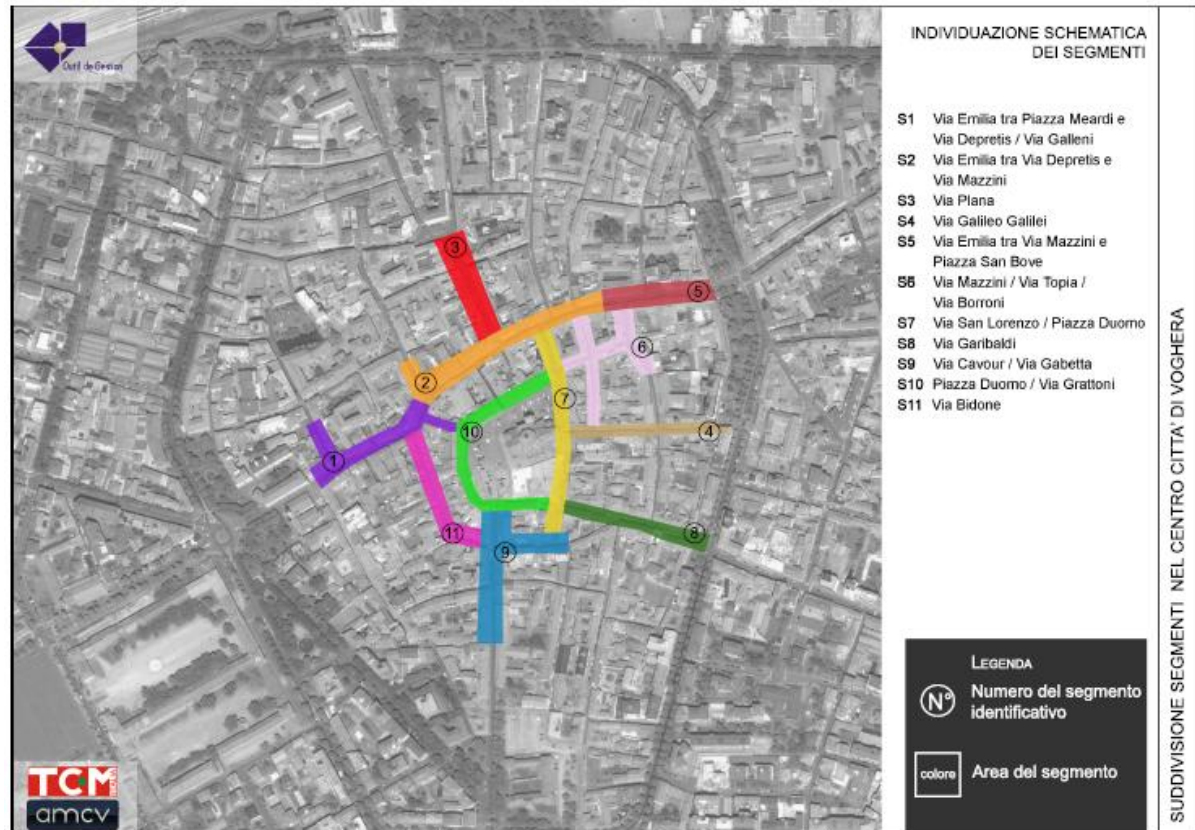
Goals in Innocité

1. Creating public private partnership
2. Analysis of the statement of fact and diagnosis
3. Identifying strategic plan in light of the urban district of Trade



What has been done during the Innocité project: diagnostic analysis

- Pedestrian flow : 1 week of relief 16-21 march 2009
- Consumers survey: 500 surveys (30 march 2009-04 april 2009)
- Retailers and commercial services survey: 295 surveys (30 march 2009-30 april 2009)
- Stakeholders meetings: 1 public meeting, 1 meeting with public administration, 1 meeting with retailers associations
- Parking relief map (capacity)
- Architectural quality relief: 401 building
- Shops, service activities, empty shops census
- Public spaces quality relief





Voghera Commercial District

- It was submitted in July 2009 and was co-financed by Lombardy Region
- The project area is the historical centre, called “PERA”
- It concerns structural and intangible actions to be completed in 18 months
- It succeeded in formalizing the public-private partnership between City and Retailers Associations (Ascom and Confesercenti) thanks to the district agreement, also signed by the Chamber of Commerce of Pavia
- It is managed by a Steering Committee and a technical team comprising officials of the municipality, of Trade Associations and a manager

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Actions in the Commercial District

BUDGET (IN EURO) DEL PIANO DELLE ATTIVITÀ PER MACRO-AREA DI INTERVENTO E PER ANNO

MACRO-AREA	Anno 2009	Anno 2010	Anno 2011	Anno 2012	Totale
1. COMUNICAZIONE E MARKETING DI DISTRETTO	15.880,00	29.000,00	24.000,00	-	68.880,00
2. PROMOZIONE E ANIMAZIONE	292.000,00	275.000,00	33.000,00	30.000,00	630.000,00
3. INTERVENTI STRUTTURALI DI QUALIFICAZIONE URBANA	853.610,00	101.300,00	126.188,00	30.000,00	1.111.098,00
4. ACCESSIBILITÀ E MOBILITÀ	260.000,00	1.215.795,00	160.000,00	-	1.635.795,00
5. SICUREZZA	18.491,67	12.900,00	13.600,00	-	44.991,67
6. GESTIONE DI SERVIZI IN COMUNE	-	5.000,00	6.000,00	-	11.000,00
TOTALE	1.439.981,67	1.638.995,00	362.788,00	60.000,00	3.501.764,67



The management of the District

- To ensure the governance of district was created a District Committee composed by:
 - ❖ three representatives of the Municipal Administration;
 - ❖ two representatives of Ascom Pavia;
 - ❖ a representative of Confesercenti of Pavia;
 - ❖ a representative of the Chamber of Commerce of Pavia
 - ❖ and supported by a manager with a consulting contract that must accompany the Committee for the first 18 months and hopefully can then become a reference point.

The Committee meets on average once a month and, since March, have been programmed a series of meetings with Innocité experts to define the Strategic Plan.

Innocité: next step Strategic Plan

- Starting from the diagnostic work carried through Innocité and the work done for the District of Commerce, has begun a way that, even by comparison with the twin town of Neuville s / Saone will Voghera to adopt a strategic plan, by the end of 2010, will enable the city to consolidate the actions undertaken by the District, focusing its own development vision and lay the foundations for the successful development of its center.



Voghera e Neuville s/Saone

Common Elements:

- Historical towns;
- Presence of an important oper air market;
- Strong dependence from the city of reference (Milan and Lyon)
- Same type of diagnostic analysis conducted with the same methodology
- Same strategic approach and same tool: town centre management



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Voghera and Neuville s/Saone: working method

Voghera and Neuville have made the parallel a series of tests which include:

- Pedestrians flows
- Consumer Survey
- Retailer Inquiry
- Commercial Relief

In particular, the discussions concerning the flows and the survey have been conducted with the same methodology. The table below shows the main indicators

		VOGHERA	NEUVILLE S.SAONE
Pedestrian flow			
	Max flow	Via Emilia n.ro 27: 40.956	Rue Victor Hugo: 22.380
	Min flow	Via Garibaldi: 16.146	Rue de la République: 8.028
N. of business		300	200
Percentage of empty shops		16%	2,5%
Catchment Area		78.936	66.000
Consumers satisfaction		38,60%	94,7%

Voghera and Neuville s/Saone: opportunity for development and comparison



Regular meetings were held and are scheduled to discuss the methodology and actions plans