

Urban Key Performance Indicators & Tools for Town Centre Management

Context

City centres comprise a multi-faceted, overlapping, ever-changing, and diverse components and that need understanding and attentive management.

Managing complexity, with no strict guidelines, and at different speeds, balancing between short term implementations and long term strategies is not easy for local administrations nowadays.

Budget cuts and personnel shortage, furthermore, do not allow them to challenge all the issues their towns have, and that emerge more strongly in high density districts, i.e. city centres.

Hence, more and more local administrations are using town centre management to bring about real change through coordinated and pro-active work.

U-Kit is focused to disseminate the developed products pertinent TCM – Town Centre Management schemes.

Infact, the most of partners involved in U-Kit project have long term experience – theoretical and practical – on the subject, and have tightened their partnership in the previous projects (*2009 LdV-Partnership - Training of Town Centre Managers and knowledge exchange*), and can now move on from examples and identify proper tools that each partner can apply locally (i.e. not necessarily everyone will need to apply the same system, except for the benchmarking part – which evidently needs common indicators to compare.)

Within these past projects, a fruitful and constant exchange in terms of best practices has been carried out. As the previous projects developed, a path was spontaneously followed to identify key factors by which to make comparisons and understand the concrete feasibility and applicability of the different schemes and actions developed by partners in their own country.

Also, common topics and scopes were identified.

Partners:

- Confcommercio Toscana - Mentore (Italy) – leader partner
- C.E.C.A. Confederación Empresarial de Comercio de Andalucía (Spain)
- Gecc-Lab - Associazione Laboratorio Gestione Centro Città – Italy
- Association of Town Centre Management -ATCM – U.K.
- Stadtmarketing Austria
- Chamber of Commerce and Industry of Slovenia
- UNIZO – Belgium
- PMO – Belgium
- EVTA – European Vocational Training Association - Belgium
- *Kenniscentrum Handel - Holland*
- ACral – Associazione piccolo dettaglianti Portogallo (Faro)
- University of Timisoara – Romania

Associated Partners:

- Regione Toscana
- Unioncamere Toscana (Chambre of Commerce in Tuscany)
- EDU NGO (Romania)
- Politecnico Milano
- Università del Sannio
- University of Brighton – U.K.

Products of U-it project that will be disseminated:

- a) Research about TCM schemes and TCmanager profiles with political framework of each partner country - LLP-LDV-PA-10-IT-195 - LdV Partnership product;
- b) White paper with most important political strategies for future of Town Centre Management (for EU Commission) – LLP-LDV-PA-10-IT-195 - LdV Partnership product;
- c) set of products that works on KPIs (Key Performance Indicators) and general benchmarking methods and tools;
- d) set of practical guides, information pamphlets, action implementation schemes focused on these crucial topics originating from the previous analysis;

What we expect from University and Formal Education System: Dissemination of our TCM's products and contacts for future collaboration on TCM themes (Ex. Implementation of students mobilities exchanges about Town Centre Manager career; specific training course post lauream about urban planning and management for Town Centre, etc).