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City management

New inner city concept being developed

In order to make strategic progress for Bocholt's inner city, to plan targeted actions and to work in a future-oriented way, a new inner city concept is being developed.

The city centre subsidy of € 217,000 per year paid by the city to Stadtmarketing from 2017 to 2022 for space management, evaluation, events, digitalisation and city centre marketing will no longer exist from 2023. There have been several discussions on this with the administrative board and politicians. However, there will be no lump-sum payment in the short term.

In order to make strategic progress for Bocholt's city centre, to plan targeted campaigns and to work in a future-oriented way, a new city centre concept is being developed. The consultancy Stadt+Handel has been commissioned to do this in the last few days. In the next six months, a forward-looking plan will be drawn up with the involvement of various city centre stakeholders and the ISG Altstadt Bocholt.

The Economic Development and City Marketing Association is in charge of the project. The important thing with this concept is not to start from scratch, but to build on existing concepts and work, also in city management. The focus of the city marketing work will therefore be in the conceptual area and not in the area of "actions" because there is less money for this. However, the city centre concept is to be followed by implementation in the second half of the year.





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