

14. February 2024

City marketing

## Presentation of the city centre strategy "Collective system change"

Since the beginning of 2023, the consulting firm Stadt + Handel from Hamburg has been supporting city marketing and the city of Bocholt in updating their existing concepts for Bocholt's city centre. The new city centre strategy focuses on the targeted implementation of transformation processes that have become necessary due to external conditions. By developing new and adapted strategies and concrete measures, the aim is to achieve a sustainable improvement in Bocholt's city centre.

In recent months, a number of participatory processes have been carried out in various formats with key stakeholders from politics, retail, catering, administration, Generation Z and the citizens of Bocholt. During the surveys and events, the status quo of the city centre was worked out and the goals for Bocholt's city centre were collected. The key measures and ideas were prioritised by Stadt + Handel and Stadtmarketing and incorporated into the city centre strategy paper, taking into account strategic considerations by Stadt + Handel.

The presentation of the city centre strategy entitled "Collective System Change" will take place on **Tuesday, 27 February at 19:30** in the Volksbank Bocholt. Please use the side entrance An der Bleiche. Stefan Postert from Stadt + Handel will give the presentation. Afterwards there will be an opportunity for questions and discussions. All interested Bocholt residents are cordially invited to attend the event.

### Registrations are now possible:

Registrations are possible from now until 23 February at the latest at the email address [wiltink\(at\)bocholt-stadtmarketing\(dot\)de](mailto:wiltink(at)bocholt-stadtmarketing(dot)de).

The number of participants is limited due to the space available.