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City marketing

# Sustainability: City and city marketing do without ice rink

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### *The Bocholt Ice Rink 2021*

**Bocholt.** From 2017 to 2021, there was an ice rink in Bocholt that attracted many skating enthusiasts to the city centre during the winter season under the name "BOCHOLT ON ICE". Already in 2020, the ice rink was not built because of the Corona pandemic and in 2022 because of the war in Ukraine and the resulting energy crisis.

### **High energy consumption | Bocholt is climate municipality NRW**

The year 2023 is still under this influence, but other aspects are in focus this year: Due to exceptionally high temperatures in the winter month of December, the electricity consumption caused by the operation of the ice rink has been very high in recent years, too high and thus does not correspond to sustainable action. This is a high priority in society, and awareness of the use of renewable energies has increased enormously. Stadtmarketing Bocholt and the City of Bocholt feel obliged to this and would like to act accordingly in event management where it is feasible. Bocholt is a climate municipality in NRW, takes the upcoming challenges seriously and aims for climate neutrality by 2040. Unfortunately, an ice rink that is commonly referred to as an "energy thief" does not contribute to achieving the goal.

### **Proactive approach | cancellation early in late summer**

Therefore, those responsible have decided to cancel the ice rink already now in late summer and thus to communicate this decision proactively and early on to all ice-skating enthusiasts in Bocholt and in the region. The administrative board made this decision together with Stadtmarketing Bocholt. "It is again a great pity for all children and families, for all school classes, for all companies - even the popular Almhütte will not be set up this year," regrets Markus Kock from Stadtmarketing Bocholt, where he is responsible for the planning and conception of the ice rink in the heart of Bocholt's city centre. "On the other hand, we also see a clear awareness of the urgency of sustainable action in the city society, so we hope for broad understanding with our decision," adds Ludger Dieckhues as managing director of Stadtmarketing Bocholt.

### **New concept considered for 2024**

If it can be financed, a sustainable and low-energy concept with new ideas will be developed for 2024 that will make Bocholt's city centre attractive during the winter season.