

Gouda



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Gouda

Gouda is a city with 72.000 inhabitants. It's situated in between Rotterdam, The Hague, Utrecht and Amsterdam. Because of its central location in the Netherlands it's a popular place for people to live. We have an intercity railway station and are situated close to motorways.

Our most important asset is our historical city centre. And Gouda is world famous for its cheese. In the tourist season there is a cheese market every Thursday. We attract more and more visitors every year, up to 700.00 unique visitors last year.

Our investments in the historical city are focused on attracting more visitors to our city and at the same time creating more housing for inhabitants in the city centre. Our challenges are to create a balance between these investments, to ensure Gouda is a fine place to live and to visit. The monuments, historical streets and canals and the square market – facing st. Jan's church with the stained glass windows - are our most valuable sights.

In recent years we invested in cooperation between all stakeholders involved in creating an attractive city centre: retailers, hotel and catering industry, property owners, real estate agents, representatives of the cultural organizations, etc. As a result we were elected as best city centre 2015-2017. We are looking forward to sharing our ideas and insights with you!



Harderwijk



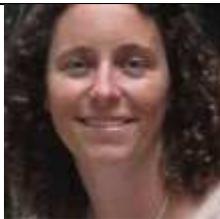
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Harderwijk is a beautiful city, part of the famous historic and international Hanze trade collaboration. Harderwijk is situated on the waterfront and the extensive Veluwe forest. The inner city is attractive and offers a variety of shops, fine terraces and restaurants. Today shopping is not the only reason for visiting the Harderwijk centre. You will find a rich mix of retail, hospitality, culture, events and housing. In Harderwijk these stakeholders cooperate in efforts to give visitors a good time, organized in the city marketing office "Heerlijk Harderwijk" ('wonderful Harderwijk') and the network organization 'City centre office'.



Hilversum



Marije Drost

Project manager

Hilversum is the Dutch media city, located between Amsterdam and Utrecht. In 2018 we will celebrate 100 years media city. It is the centre of radio and television broadcasting in the Netherlands. Hilversum is also known for its modern architecture (especially Marinus Dudok) and its beautiful surroundings.

The city centre of Hilversum has had a difficult period. Visitor numbers decreased and the vacancy rate was historically high. Inhabitants shopped and recreated elsewhere. In 2014 the municipality made arrangements with entrepreneurs and real estate owners to make Hilversum a place for inhabitants to be proud of again and for visitors to feel welcome. In the past four years important changes have been made and more is yet to come. Hilversum now has a beautiful market square, foodhall and city brewery Mout, the renewed shopping centre Hilvertshof and the restored Hotel Gooiland, the first Dutch brand hotel in the Netherlands.



Ede



Lout van der Hoeven

Programme manager

The city of Ede, with its 115.000 inhabitants, positioned in the very centre of the Netherlands, has an excellent accessibility by means of the highway and railway networks. Employment and the number of inhabitants are growing fast. With its forests and moors of the Veluwe it is one of the greenest municipalities in the Netherlands. Together with Wageningen, Ede is the engine of the Food Valley region, a cooperation of high tech research centres and production companies of food and food related products.

While the city of Ede is thriving, the inner city suffers from a number of unfortunate decisions in the past. These have led to a situation where the original Ede Centre has almost vanished and the people of Ede don't feel connected to their city centre anymore. Consequences are negative publicity, low visitors numbers and high vacancy rates. In 2015 a joint effort of stakeholders was launched to "save" the inner city. Together they developed a masterplan and a programme. This implementation programme is currently picking up speed. The main goal is that "Edenaren" will fall in love with their city centre again, be proud of it, tell it and visit it more often. Leading principles in this quest are: more green, more food, more 'couleur locale', higher quality of public spaces and buildings, better shops and events, which must all eventually lead to positive publicity.

Lout van der Hoeven coordinates the process for the municipality of Ede to develop the masterplan and implement the programme of 30+ projects.



The power of resilience: the city of Oss



Dimphy van
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Project manager

Oss is situated in the middle of the Netherlands, near the Maas river. The municipality of Oss has 90.000 inhabitants in 23 villages and (65.000) in the city of Oss has a strong track record in agrifood and Life Sciences combined with logistics. Unilever and its brand Unox originate in Oss, just like medicine such as insulin and contraceptive.

The people of Oss are known for their resilient no-nonsense attitude, their mantra of work hard and work smart. In Oss, we create partnerships in business, education and government. In the city centre entrepreneurs cooperate with the local government. The results are noticeable in the public space, the facades, centrepromotion, events and the way we address the challenges of a medium sized regional city. Together we made a long term vision to reduce retail space and add new functions. The largest retail shop, a large department store, will be demolished next year and become a refreshing new area with less commercial space, more leisure en cultural functions and plenty of housing opportunities. Curious about Oss?

Visit our website:

https://www.oss.nl/bedrijven/centrum_oss-2.htm
<http://www.centrummanagementoss.nl/>

