



TOCEMA Quality Mark – Recognition process – Level I

APPLICATION FORM
LEVEL I - Standard

NAME of the TOWN CENTRE MANAGEMENT (TCM) INITIATIVE:

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ADDRESS:

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CONTACT PERSON:

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Phone:

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Fax:

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Email:

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Please, send back by email and mail to your national Town Centre Management association, or failing that requirement, to the Belgian Association of Town Centre Management, AMCV, Rue Samson 27, 7000 Mons, Belgium.



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Part I - Partnership and Stakeholders

Are you a member of a national Town Centre Management association? Yes No

The partnership is composed of at least one private partner. Yes No

The partnership is composed of at least one public partner. Yes No

The duration of the partnership is of at least three years. Yes No

A written document certifies the partners' involvement. Yes No

The objectives of the partnership listed in the document are in line with the European definition of Town Centre Management. Yes No

Please attach the document that confirms the above statement and check that it matches the following definition :

TCM acts on the vitality and viability of the city centre.

TCM is a means of economic, social and cultural development of the city centre in keeping with the overall framework of urban development.

TCM focuses on vision, strategic development and promotes the active involvement of different stakeholders in the management, marketing, resourcing and development of the town centre.

TCM brings together stakeholders from different sectors and facilitates exchanges, understanding and actions.

The local authority provides a financial or logistic support to the organization. Yes No

Please attach the agreement, bank statements or financial review, etc.

The annual budget is approved by all the partners. Yes No

Please attach the budget decision-making meeting minutes.

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Part II - Vision and Strategy

The vision and the strategy of the town centre are written down in a document. Yes No

Please attach the document(s) including the vision and the strategy, check that they match the following definition and provide evidence that they have been officially approved (for example, signed by the major partners/stakeholders, approved by city council, the board, etc).:

TCM acts on the vitality and viability of the city centre.

TCM is a means of economic, social and cultural development of the city centre in keeping with the overall framework of urban development.

TCM focuses on vision, strategic development and promotes the active involvement of different stakeholders in the management, marketing, resourcing and development of the town centre.

TCM brings together stakeholders from different sectors and facilitates exchanges, understanding and actions.

In the document, the strategy is considered for a period of between 2 and 6 years. Yes No

The organization has a document stating the objectives, the action plan and the action area. Yes No

Please attach the document if different from the above and provide evidence that it has been officially approved (for example, signed by the major partners/stakeholders, approved by city council, the board, etc).

A SWOT analysis of the town centre was carried out. Yes No

A comprehensive process was implemented in order to carry out the SWOT analysis. Yes No

Please attach a document describing the process and the stakeholder involvement.

The partnership takes into account other plans, projects and initiatives that are being carried out in the city centre, and establishes linkages with them. This clearly emerges in the vision and the strategy. Yes No

Please attach a document that describes the linkages between your strategy and other plans, projects or initiatives.

The vision and the strategy are communicated to the citizens. Yes No

Please attach at least a copy of each media that is used (actions, website/blog, meetings, events, etc.).

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Part III – Action implementation, monitoring and proactivity

The actions are logically planned and implemented in relation to one another and in relation to the global strategy. Yes No

Please attach a document describing the actions, how they have been planned according to an objective (several actions may be implemented to achieve one objective), timed, budgeted and which partners are involved.

The actions' effectiveness is verified. Results are evaluated. Yes No

Describe the evaluation process and prove its actual implementation (use key performance indicators, evaluation sheets, etc.).

The tasks of the manager are set, are evaluated and correspond to the pre-established action plan. Yes No
 does not apply

Please attach the task description, the evaluation process and the most recent performance report of the manager if applicable.

If there is no manager, the responsibilities are clearly shared among the partners and key players. They are delineated in a document. Yes No
 does not apply

Please attach the document that confirms the above statement.

The actions/projects are communicated to the citizens. Yes No

Please attach at least a copy of each media that is used (actions, website/blog, meetings, events, etc.).

A financial review of the organization detailing sources of funding and expenditures is performed every year and is approved by the partners. Yes No

Please attach the document that confirms the above statement.

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Check list

Please, check that the below documents are included in the application

- Document(s) confirming the partners' involvement
- Document(s) confirming the local authority's logistic/financial support
- Document(s) confirming the budget approval
- Document(s) including the vision and the strategy
- Document(s) stating the objectives, the action plan and the action area
- Main results of the SWOT analysis
- Document(s) confirming that other plans, projects and initiatives that are being carried out in the city centre are taken into account in the vision and strategy
- Copy(ies) of media used to communicate the vision and strategy
- Document(s) describing the actions and how they are complementary and synergic in order to achieve the objectives of the global strategy
- The task description of the manager *if applicable*
- Document(s) confirming that the responsibilities are clearly shared among the partners and key players
- Copy(ies) of media used to communicate the actions
- Copy of a financial review