



TRANSFO

Governance framework

17/05/2019 – draft for approval

OVERVIEW

PARTNER ENGAGEMENT

A - Adventure & recreation - Province
B - Business - Leiedal
C - Culture - Zwevegem
D - Durable energy - 3 partners
E - Energy-education - Zwevegem & Prov.
F - Festivities - Zwevegem & Prov.

PARTNER ENGAGEMENT

The partners play a role in management and global development, contribute financially to the framework costs, defend the project externally and make the connection with their own decision-making bodies

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this assessment framework.

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this development framework through participation in working groups, as the leader of thematic lines (A-B-C-D-E-F) and in the search for subsidies and financing.

SITE MANAGER

EXPLOITATION

FACILITY
MANAGEMENT

EXECUTION

EXECUTIVE BOARD / COUNCIL ZWEVEGEM

BOARD OF LEIEDAL

BOARD OF DEPUTIES / PROVINCE COUNCIL

CORE GROUP

DECISION-MAKING

COMMUNICATIONS
QUALITY
SUPERVISION
BOARD

SPATIAL
QUALITY
SUPERVISION
BOARD

BOARD OF USERS

FINANCIAL
SUPERVISION
BOARD

ASSESSMENT

RESTAURATION
TASK FORCE

FACILITY
MANAGEMENT
TASK FORCE

SELECTION
COMMITTEE

COMMUNICATION
TASK FORCE

THEMATIC
TASK FORCES

PRODUCT
DEVELOPMENT
TASK FORCE

DEVELOPMENT

SCOPE

SITE MANAGER

PARTNER ENGAGEMENT

- A - Adventure & recreation - Provincie
- B - Business - Leiedal
- C - Culture - Zwevegem
- D - Durable energy - 3 partners
- E - Energy-education - Zwevegem & Prov.
- F - Festivities - Zwevegem & Prov.

PARTNER ENGAGEMENT

The partners play a role in management and global development, contribute financially to the framework costs, defend the project externally and make the connection with their own decision-making bodies

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this assessment framework.

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this development framework through participation in working groups, as the leader of thematic lines (A-B-C-D-E-F) and in the search for subsidies and financing.

EXPLOITATION

Brings products to the market: marketing and communication, arranging visits, administrative follow-up, regulation enforcement, monitoring, reporting, etc.

FACILITY MGMT

Performs the day-to-day operational tasks like room reservations, managing maintenance & green services, ordering & invoicing, etc.

EXECUTIVE BOARD / COUNCIL ZWEVEGEM

BOARD OF LEIEDAL

BOARD OF DEPUTIES / PROVINCE COUNCIL

CORE GROUP

Monitors and steers the overall development of the project, including monitoring and setting out strategic lines, setting out milestones, lobbying, monitoring, etc.

COMMUNICATIONS QUALITY SUPERVISION BOARD

Supervises the consistency of public image and PR, ensures unity in message and identity.

SPATIAL QUALITY SUPERVISION BOARD

Supervises the consistency of spatial planning & architecture, heritage elements, mobility, landscape & nature, materials, street furniture, wayfinding

BOARD OF USERS

Enables collaboration, ensures conflict management and facilitates accurate information sharing between users, owners and other stakeholders on the site.

FINANCIAL SUPERVISION BOARD

Acts as a budget advisor, takes care of financial management and monitors budgets.

RESTAURATION TASK FORCE

Plans and steers restauration works on the site, according to the agreement with the Flemis Government.

FACILITY MANAGEMENT TASK FORCE

Elaborates practical tools in the context of day-to-day operational management, including house rules, maintenance plans, annual planning, etc.

SELECTION COMMITTEE

Screens new initiatives and opportunities (which have a spatial impact or an impact on visitor experience) on their desirability, suitability and added value.

COMMUNICATION TASK FORCE

Elaborates a communication plan: i.a. determining communication objectives, target groups, budget, strategy, channels, message, etc.

THEMATIC TASK FORCES

Gives shape to the content of the master plan on specific themes, like housing, mobility and energy.

PRODUCT DEVELOPMENT TASK FORCE

Develops tourist activities and educational products, including the compilation of programs and packages, scouting, partnerships, Open Heritage, etc.

EXECUTION

DECISION-MAKING

ASSESSMENT

DEVELOPMENT

RACI

RESPONSIBLE
ACCOUNTABLE
CONSULTED
INFORMED

PARTNER ENGAGEMENT

A - Adventure & recreation - Province
B - Business - Leiedal
C - Culture - Zvevegem
D - Durable energy - 3 partners
E - Energy-education - Zvevegem & Prov.
F - Festivities - Zvevegem & Prov.

PARTNER ENGAGEMENT

The partners play a role in management and global development, contribute financially to the framework costs, defend the project externally and make the connection with their own decision-making bodies

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this assessment framework.

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this development framework through participation in working groups, as the leader of thematic lines (A-B-C-D-E-F) and in the search for subsidies and financing.

SITE MANAGER

EXPLOITATION

R: site manager
A: site manager
C: G, H, I
I: J, A, B, D, E, F, core group

FACILITY MGMNT

R: site manager
A: site manager
C: G, H, I, J
I: A, B, D, E, F, core group

EXECUTION

EXECUTIVE BOARD / COUNCIL ZWEVEGEM

BOARD OF LEIEDAL

BOARD OF DEPUTIES / PROVINCE COUNCIL

CORE GROUP

R: site manager and representatives of partners
A: partner boards
C: C, D, E, F, H, I, J
I: A, B, G

DECISION-MAKING

(G) COMMUNICATIONS QUALITY BOARD

R: site manager ^(S)
A: site manager ^(P)
C: D
I: core group

(H) SPATIAL QUALITY BOARD

R: site manager ^(S)
A: Leiedal representative ^(P)
C: D
I: core group

(I) BOARD OF USERS

R: site manager ^(S)
A: user representative ^(P)
C: -
I: core group, H, D, B, E, F

(J) FINANCIAL BOARD

R: site manager ^(S)
A: financial dir. Zvevegem ^(P)
C: -
I: core group

ASSESSMENT

(A) RESTAURATION TASK FORCE

R: patrimony mgr Zvevegem ^(S)
A: Council Zvevegem ^(P)
C: H, E
I: core group, site manager, I

(B) FACILITY MGMNT TASK FORCE

R: site manager ^(S)
A: site manager ^(P)
C: -
I: -

(C) SELECTION COMMITTEE

R: site manager ^(S)
A: partner representative, depending on theme ^(P)
C: F, H, I, J
I: D, E, core group

(D) COMMUNICATION TASK FORCE

R: site manager ^(S)
A: site manager ^(P)
C: I
I: -

(E) THEMATIC TASK FORCES

R: site manager ^(S)
A: partner representative, depending on theme ^(P)
C: -
I: -

(F) PRODUCT DEVEL. TASK FORCE

R: site manager ^(S)
A: partner representative, depending on theme ^(P)
C: -
I: -

DEVELOPMENT

FREQUENCY

SITE MANAGER

PARTNER ENGAGEMENT

- A - Adventure & recreation - Provincie
- B - Business - Leiedal
- C - Culture - Zwevegem
- D - Durable energy - 3 partners
- E - Energy-education - Zwevegem & Prov.
- F - Festivities - Zwevegem & Prov.

PARTNER ENGAGEMENT

The partners play a role in management and global development, contribute financially to the framework costs, defend the project externally and make the connection with their own decision-making bodies

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this assessment framework.

PARTNER ENGAGEMENT

The partners provide know-how to the various components of this development framework through participation in working groups, as the leader of thematic lines (A-B-C-D-E-F) and in the search for subsidies and financing.

EXPLOITATION

continuous

FACILITY MGMNT

continuous

EXECUTIVE BOARD / COUNCIL ZWEVEGEM

BOARD OF LEIEDAL

BOARD OF DEPUTIES / PROVINCE COUNCIL

CORE GROUP

Every 3 months

(G) COMMUNICATIONS
QUALITY BOARD

continuous

(H) SPATIAL QUALITY
BOARD

Every 3 months +
when needed

(I) BOARD OF USERS

Every 3 months +
when needed

(J) FINANCIAL BOARD

Every 3 months +
when needed

(A) RESTAURATION
TASK FORCE

When needed

(B) FACILITY MGMNT
TASK FORCE

When needed

(C) SELECTION
COMMITTEE

When needed

(D) COMMUNICATION
TASK FORCE

When needed

(E) THEMATIC
TASK FORCES

When needed

(F) PRODUCT DEVEL.
TASK FORCE

When needed

EXECUTION

DECISION-MAKING

ASSESSMENT

DEVELOPMENT