

Member Bulletin - May 2024

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Dear \$[UD:FIRST_NAME|]|\$,

An Introduction by IPM Chair, Cathy Parker MBE SFIPM, Professor of retail at Manchester Metropolitan University and Research Lead for the High Streets Task Force.

Hello and welcome to the latest Institute of Place Management Member Bulletin for what feels to be, as I think back over the first months of 2024, our busiest yet. As you'll see it covers a wide range of initiatives to support and engage with place managers and leaders, as well as new research, thought leaderships and events.

To start, IPM has submitted evidence to the [House of Lords Built Environment Committee inquiry into high streets](#). In a [17-page submission](#), we responded to all 11 inquiry questions by drawing on a range of evidence from IPM projects, including High Street UK 2020 (HSUK2020), Bringing Big Data to Small Users (BDSU), High Street 2030, Vital and Viable Neighbourhoods, High Street Viability, Partnerships Study, Place Leadership Study, and the High Streets Task Force (HSTF). In addition, our response drew on evidence from a range of other high streets projects from place-focused organisations and scholars working on this topic. We concluded our response by offering recommendations for further supporting high streets.

As you'll know, The High Streets Task Force is into the final year of its programme and has a range of national findings and local success stories to share. We have engaged with more than 4,000 place makers and managers since 2020, including more than 95% of all local authorities in England, and it was great to be able to share findings from four years of that work in town and city centres, and bring together regional leaders to debate the latest challenges and opportunities for communities at our Local Roadshow events around England (Wakefield, Sunderland, Bristol, London Whitechapel). There's a fuller report on those below.

High Streets Task Force Director, Matthew Colledge MSc FIPM, talked about a positive future for high streets as part of a feature on primetime BBC TV's The One Show. Matt joined the programme in Ashton-under-Lyne, which has recently formed its own Town Board and is looking ahead to future investment and transformation.



High Streets Task Force Director, Matt Colledge, speaks to the One Show in Ashton-under-Lyne

Finally on our High Streets Task Force theme, our [Resource Library](#) there has hit the 1,000 items milestone, so a very big thank you to all those who have reviewed/abstracted resources, suggested new ones, written 'evidence on a page', or helped check copyrights! It's a great resource and I would encourage place manager and leader members to make as much use of it in your work as you can. It's here: <https://www.highstreetstaskforce.org.uk/resources/>

On the subject of significant milestones, we're now well into the celebrations of the [20-year anniversary of Business Improvement Districts in the UK](#), the organisations that have invested more than £1billion in local services and events to deliver better towns and cities for all. To celebrate this landmark, a commemorative logo has been unveiled, which is being used to highlight the transformational work of Business Improvement Districts (BIDs) throughout a year-long programme of events and activity. In recent days we've brought together leading UK BIDs, influential businesses, and place thinkers for an event hosted by The BID Foundation to discuss how local partnerships work best, how they need to evolve, and what lessons we can draw from 20 years of BIDs.

I'll close with some thankyou's. Firstly, to Ian Harvey FRSA SFIPM who has now completed his time as interim CEO at IPM. We've benefited greatly from Ian's leadership and support since the summer of last year at a time when we've so much going on in terms of our current projects and initiatives and in developing our Theory of Change to take IPM forward. I've personally greatly valued Ian's involvement and wish him well as he continues his wide-ranging work in placemaking. One of the projects Ian led for us was bringing together our first IPM Senior Fellows meeting and I'd like to extend my thanks to all those who took the time to join the call and share their expertise and insights on IPM's work and opportunities going forward.

Similarly, I'd like to thank those in our cohort of Fellows who joined either or both of the Fellows Roundtable events we called to focus on the crucial topic of place partnerships. They are two of a strong and well-attended series of IPM events we've run to start our 2024 programme, and you'll see more details on the next set later in this bulletin. **To close I'd like to thank you, our members, for your ongoing contribution to place leadership and management and for your support of IPM.**

Professor Cathy Parker MBE SFIPM

Still to come from IPM Events in 2024...

After a successful start to our 2024 programme which included well-attended and received events on 'alternative uses' for vacant high street units, the essential role heritage has to play in place development, regeneration and local pride, and the most recent on getting un- and under-used upper floors in high street buildings back into play, we're now planning our next series. These include one on ['The Sustainable High Street'](#) and another on ['The Digital High Street'](#). Early details of these and other planned events for 2024 are on the website now so do please take a look and book your place when registrations open. And, as ever, if you have an idea for an event topic, do please let us know via ipm@mmu.ac.uk.



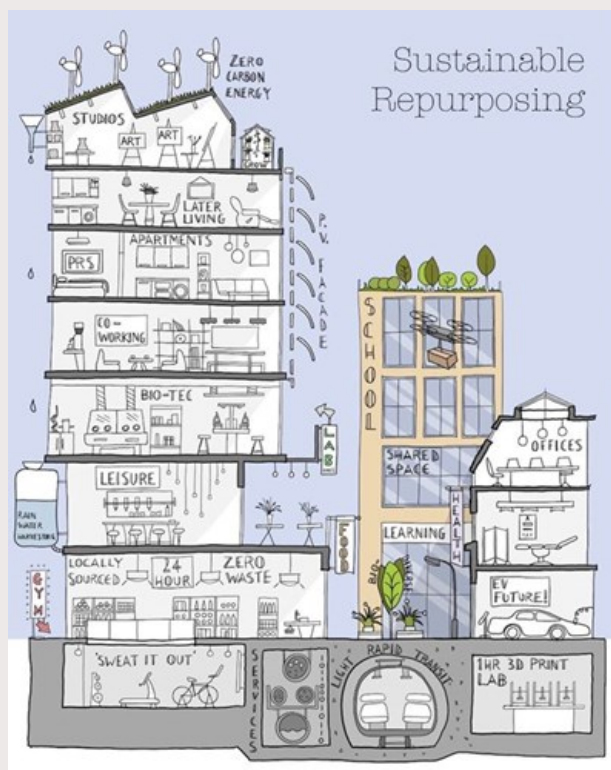
[Read more details about our events](#)

Night-Time Economy Challenge

We're also planning to trial a new initiative... IPM member Maria Cotton, Head of Place Making, Place and Economic Growth at Oldham Council, has suggested we offer an opportunity to members to submit an immediate challenge they are facing that they'd like help on. This outline challenge will be circulated to members, and those who would like to unpick and suggest ways to tackle the problem can join an online roundtable to help the member identify ways to move forward. Depending on numbers, the session will be in one group, but could potentially break into multiple groups to give everyone time to contribute ideas. After the session, participants will be encouraged to connect with one another 1 on 1 if they have additional ideas or could provide help for the challenges they offered.

Maria has offered to trial this format by setting the first challenge: “Oldham town centre used to have a thriving night-time economy. This has faced challenges over the last few years, with safety concerns prior to COVID, the impact of COVID itself, and the ease of hopping on the tram to Manchester cited as reasons for the decline. We need to develop a refreshed offer for the evening and night-time economy of the town centre, potentially making use of empty properties.” A more detailed description of the Oldham challenge will be circulated to participants to shape thinking in advance of the online session.

Members who are interested in taking part in a more detailed discussion, to share ideas and lessons learnt should contact ipm@mmu.ac.uk



Your thoughts on current place management and leadership issues

Could you [contribute an 800-word think piece](#) on a topic of interest to place managers and leaders, something based on a project you're running or challenges faced by our places?

IPM is building a new set of insights from members which we host on our website. Recent examples include:

[Northeast entrepreneurs, commercial investors and business agents being invited to take part in a musical tour to discover the wealth of opportunities](#) available to people looking to open or expand their business in Darlington, hosted by [Darlington Borough Council](#) and supported by Carver Commercial.

[Charlotte Cain, Visitor Economy Partnership Development Manager at Stoke on Trent and Staffordshire LVEP, on how the creation of Local Visitor Economy Partnerships nationally offers a promising avenue for inclusive economic development](#), blending cultural, economic, and place-making strategies to support local businesses and revive high streets.

[Why Greener retail development is good economic strategy](#) by [Tom Whittington, Director Commercial Research, Savills](#) and Fellow of the Institute of Place Management.

And the first of a new IPM series – [Place Leaders in Focus – in which we talked to Sally Gillborn MBE, Chief Executive at North Notts BID](#) about the organisation and its work, her role, the challenges and opportunities, and how she sees place leadership and management.

[Email us with a think piece idea](#)



IPM looking for Research Fellow to study place-based partnerships

A major research and policy challenge concerns what makes an effective place-based partnership, what works well, what toolkits and frameworks might be developed from academic research and applied widely across a range of contexts to nurture and evaluate partnership development.

The Institute is looking to appoint a Research Fellow - a senior (grade 9) permanent post - to study this area and work with IPM on a range of academic impact.

[Apply now](#)



Follow the progress of IPM's Journal on LinkedIn

We're really pleased to have been able to extend the profile of the Journal of Place Management and Development (JPMD) by creating a [profile](#) for it on the social media platform [LinkedIn](#).

JPMD brings together high-quality research from multiple disciplines on the subject of place management and place making and is the official journal of the Institute of Place Management. We have also updated the journal's aims and scope. We welcome empirical, conceptual and methodological contributions that aim to advance our understanding of place management, branding, marketing and development as topics of strategic significance for the betterment of places in a global scale.

As part of refining the journal's aims and scope, the JPMD team has welcomed three new editors who have been frequent collaborators of the Institute of Place Management and the journal over the years: Viriya Taecharungroj SFIPM of Mahidol University International College, Thailand; Laura Reynolds of Cardiff University, UK; and Aggelos Panayiotopoulos of Liverpool John Moores University, UK. They join Nikos Ntounis SFIPM, Cecilia Pasquinelli and Gareth Roberts in helping make JPMD a quality outlet for place-based research. Welcome Viriya, Laura and Aggelos!

[Follow the Journal on LinkedIn](#)

"More needs to be done to improve representation of Town Boards"

The news section of the IPM website also features study findings which showed that more than **90% of Town Boards established to deliver the government's Long-Term Plan for Towns investment are chaired by men**. Broader membership of these important structures, which direct investment and set place strategy, features a minority of women (35%). Researchers from the Institute of Place Management examined data from 22 Town Boards that have been selected to receive the government's Long Term Plan for Towns investment. [Read the full study](#).

On the thought leadership theme, many congratulations to IPM Fellow, Graham Soutl who earlier this year marked [fifteen years since the last Woolworths shut its doors on UK high streets](#) with an update on his insightful reports series about what all those locations have become – and everything they have been in between. Through the lens of Woolworths, #Woolies15 provides a valuable, fascinating and optimistic snapshot of the changing high street. [Read the full report](#).

High Streets Task Force tours England and publishes new guidance

Throughout February and March this year the High Streets Task Force team was on the road around England, for a series of mini conferences, in Sunderland, Wakefield, Bristol and Whitechapel. These roadshows coincide with the last six months of Task Force delivery to support places and featured a range of presentations on the impact of this support.

In addition, the Task Force has been publishing a number of 'how to' resources drawing on experiences of successful high street regeneration, covering key topics like visioning and partnership development.

> Download the [best practice guide to visioning](#)

> Download the [best practice guide to partnership formation](#)



The audience at the High Streets Task Force Roadshow, hosted in Tower Hamlets town hall, Whitechapel

Commercial opportunities for members

[Development of Sandwell's Place Based Strategy](#) — closes 17 May

Aligned to the Single Settlement and West Midlands Combined Authority (WMCA) trailblazer deeper devolution deal, announced in Spring 2023; the WMCA Single Settlement Working Paper, outlined that West Midlands Local Authorities would be required to develop Place Based Strategies - Sandwell Council are now looking to appoint consultancy support to deliver our Place Based Strategy.

[Business Events Development and Marketing - West Midlands Growth Company](#) — closes 24 May

Global West Midlands - the West Midlands Growth Company's business plan for July 2023 - March 25 - sets out how we propose to utilise our key functional areas of inward investment, capital attraction, the visitor economy and strategic relationship management to address regional challenges and capitalise on our opportunities, delivering the Plan for Growth and levelling up the region. There is a requirement to establish an agreement with up to three suppliers to provide specialist marketing and lead generation support to this business plan.

Membership

New members since our last bulletin (to 25/03/2024) include Duncan Clark, Doug Kinsman, Gemma Noble, Caitlin Murray (Fellow), Eoin Conway, Zoey West, Rosalyn Rudman, Janet Schofield (Fellow), Philip Brimley, Ben Abbiw, George Eglese, Kirsi Eronen, Nick James (Fellow), Lauren Jefferis, Sandie Webb, Thomas Jenkins, Jose Stewart, Johannah Flaherty, Mark Robinson. That's 19 new members plus 52 existing members who have renewed since our last bulletin. It's great to have you all as part of our international community of place leaders and managers.

We're always keen to know your thoughts on current issues directly via [email](#) and in comments on our LinkedIn and 'Twitter' social media posts. Thank you for taking the time to read this bulletin, our next will be with you in the spring.

The IPM Team

Find out more information about...



Individual membership

We offer four different memberships to match your role, knowledge and experience. You can progress your level of membership as your experience develops.

[Join today](#)



Partner membership

IPM offers two levels of organisational membership: Associate & Member-Approved. Partnerships are open to organisations operating in the field of place management.

[Join today](#)



Our programme of events

Membership of IPM provides free access to all events, with exception of the IPM bi-annual conference and one-day masterclasses which offer a special members rate.

[See all of our events](#)



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