

Member Bulletin - April 2025

Dear [UD:FIRST_NAME]!

Wherever you are in the world, I hope this month's IPM Bulletin finds you well.

A comment from a partner organisation this month really struck a chord with me: "I had no idea how much IPM was doing internationally until I started following your updates on LinkedIn." It's a timely reminder that the global reach of our work isn't always visible unless we take the time to share it.

This edition offers just a snapshot of our expanding international footprint and the positive impact we're making. You'll find updates on a collaboration with colleagues in [Norway](#), our contribution to shaping housing policy in [Slovenia](#), and news of our upcoming webinar with partners in [Australia](#).

We're always looking to share more stories from across our network, and one recent post that really stood out to me was from Rebecca Alexander AIPM, a member of the latest Place Management and Leadership postgraduate cohort. Ahead of joining the programme in Manchester, Rebecca, who is based in Portsmouth, England, [shared an open and deeply honest reflection on LinkedIn about her hopes, fears and aspirations for the course](#). Her message, full of vulnerability, strength and optimism, offered a powerful glimpse into the personal journeys that often sit behind professional development.

It was lovely to see how Rebecca not only embraced the course but also connected so well with fellow students attending from places from across the UK, the Netherlands and Australia. You can see the students and some of the IPM team in the picture below. This spirit of connection across borders is what makes the place community so unique. We're not just sharing knowledge, we are building an international network of place managers and leaders who are learning from each other, supporting one another, and working together to shape better places across the globe. In an uncertain world, your role as a place manager and leader has never been more important. After all, the Sustainable Development Goals don't care about borders and neither should we when it comes to learning and collaboration.



Welcoming this new group of place leaders to Manchester was a personal highlight of the month for me. Watching them engage so thoughtfully with both academic theory and real-world challenges is a powerful reminder of why IPM exists. Their curiosity, passion and dedication to making places better reflect not only the strength of the programme but also the importance of belonging to a supportive, inspiring and globally connected place management community.

The world is an uncertain place, but international collaboration and working across borders has never been more important. If you or someone in your organisation is looking to take the next step in their place leadership journey, our [Place Management and Leadership postgraduate course](#) starting in January 2026 might be the perfect fit for you. It brings together practitioners from around the world to learn, challenge, and grow, blending academic insight with real-world relevance. We think it is a great way to learn, so so can find out more about the programme here or by getting in touch with the team, or perhaps start by connecting with [Rebecca on LinkedIn](#) and asking her for her thoughts on how it is helping her grow as a person!.

Professor Cathy Parker MBE SFIPM



IPM Webinar: Place Management in Australia

The Institute of Place Management is continuing to expand its international reach, and we are delighted to announce our upcoming Australia IPM Research Seminar on 30th April 2025. This event, co-hosted by Dr Lynette Washington from the University of South Australia will bring together leading experts to explore place-based perspectives on economic development, governance, and community transformation.

- **Date:** Wednesday 30th April
- **Time:** 1am - 2.30am (GMT)
- **Attendance:** Online
- Open to IPM members and non-members

[Register your place today](#)

[Read more details about our events](#)

IPM Welcomes Telemark Research Institute for International Workshop



On Friday 4th April, the Institute of Place Management was delighted to host a delegation of 25 researchers from the [Telemark Research Institute](#), Norway for a day of international knowledge exchange at Manchester Metropolitan University.

Throughout the day, researchers from IPM, the Faculty of Business and Law, and Manchester Met colleagues took part in themed discussions and presentations focused on shared research interests - including place, health, regional development, cultural policy, co-creation, and the just transition. Read more about the [visit here](#).

Institute of Place Management informs Slovenian housing policy

Short-term rentals are a growing challenge for cities worldwide. A recent report by researchers from the Institute of Place Management, Manchester Law School, and Manchester School of Architecture has informed new legislation introduced by the Slovenian Ministry for Tourism, Sport, and the Economy to improve housing accessibility. Dr Jenny Kanellopoulou and Dr Nikos Ntounis of the Institute of Place Management expressed pride in contributing to policy change in Ljubljana, highlighting the value of applied research in shaping housing and tourism law. This marks a significant example of international impact driven by UK-based place management expertise.

Visa Launch Third Year of 'Let's Celebrate Towns'

Visa and the British Retail Consortium have launched the third year of *Let's Celebrate Towns*, a UK-wide initiative recognising towns that champion innovation, economic growth, and community resilience. Ian Harvey, Head of the Institute of Place Management, joins this year's judging panel, bringing expertise in placemaking and community engagement. IPM supports those committed to making places better through research, training, and practical tools. Since launch, the initiative has supported 16 towns across the UK. Submissions are open from 1 April to 8 June 2025 for local authorities, community groups, town councils, and MPs. Winners will be announced in July. [You can learn more via the IPM website](#).

Help us explore customer experience on the High Street

Dr Ilze Mertena, Senior Lecturer at Manchester Metropolitan University, has been awarded a British Academy ECRN Seed Fund grant for a 2025 project focused on small high street businesses. The study, *Exploring In-Store Experience Design in the UK High Street Micro and Small Enterprises*, will work with retailers across a series of high streets to explore challenges and opportunities in creating engaging in-store experiences. Ilze is keen to connect with the IPM network to identify local high streets and independent businesses who may want to be involved. This research bridges academic insight and real-world impact to support innovation in high street retail. [Read more on this research here.](#)

The Impact of Litter upon Place Attitudes

As the world marked International [ZeroWasteDay](#), the Institute of Place Management used the day to highlight research demonstrating the vital role that a place management approach plays in tackling waste, reducing environmental harm, and building pride in place. One of the most influential studies, “Back to Basics in the Marketing of Place: The Impact of Litter upon Place Attitudes” (by [Cathy Parker MBE](#), [SFIPM](#), [Stuart Roper](#) & [Dominic Medway](#), 2015), revealed that litter is one of the most visible and damaging indicators of decline, directly shaping people’s perceptions, behaviours, and sense of belonging. Read the research: <https://lnkd.in/gdRA6yes>

Poor maintenance or places isn't just a cosmetic issue

As potholes hit the headlines in the UK again, research from the [The Manchester Metropolitan University](#) colleagues in 2020 reminds us: poor maintenance of our places isn’t just a cosmetic issue it’s a place management challenge that impacts wellbeing, especially for older people. Drawing on interviews with over 100 people aged 60–92 across Manchester, Edinburgh, and Glasgow, the research - led by Dr [Jenny Fisher](#) and Professor [Rebecca Lawthom](#) - found that noise, litter, potholes, traffic, and uneven pavements create anxieties that limit mobility, social contact, and confidence to leave home. Participants described feeling unsafe, fearing falls, and encountering public spaces that simply didn’t reflect their needs. [Read more here.](#)

Thank You for Sharing Your Expertise

A heartfelt thank you to everyone who has contributed guest blogs, spoken at events, or supported the IPM over the past few weeks, including [Esther Worboys FIPM](#), who shared reflections on World Health Day and the vital role of place in supporting health, and [Andrew Sharman AIPM](#), who offered his perspectives on the UK Police and Crime Bill. We also want to thank [Graham Galpin FIPM](#) for convening a recent roundtable on devolution, and [Joe Barratt FIPM](#) for hosting us in Stockport for a fantastic tour.

Finally, a special thank you to [Clare Richmond](#), who delivered an inspiring guest lecture to our postgraduate students. I encourage you all to read her book [Scavenger Mindset](#) an inspiring and timely contribution to thinking differently about challenges and change. Your time, insights, and generosity in sharing your perspectives continue to enrich our collective understanding of place and each part is helping us to build a truly international place community.

Your thoughts on current place management and leadership issues

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? Perhaps something based on a project you’re running, or the challenges faced by our places.

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

The IPM Team



© 2025 Institute of Place Management. All rights reserved.

IPM is owned and operated by Manchester Metropolitan University, with its own constitution as a professional body and learned society to support people who serve places for the benefit of society.

Want to change how you receive these emails?
you can [update your preferences](#) or [unsubscribe from this list](#).
