

Member Bulletin - December 2024

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Dear \$[UD:FIRST_NAME|],

An Introduction by Cathy Parker MBE SFIPM, Chair of IPM and Professor of Retail at Manchester Metropolitan University

I am writing just a few days after the **High Street Task Force Celebration Event**, where we gathered at [Manchester Metropolitan University](#) with place leaders and practitioners to share successes and lessons learned in supporting towns and cities across England. The commitment from everyone involved in the Task Force over the past five years has been truly inspiring. On behalf of everyone at IPM and Manchester Met, **thank you**. You can [read more about the event and our insights on the High Streets Task Force](#).

This milestone serves as a powerful reminder of the interconnectedness of our work. As we celebrate the achievements of initiatives like the High Streets Task Force, we are equally proud of how these lessons resonate globally. We were honoured to be recognised in a UN-Habitat-backed report as a world-leading organisation, highlighting how place management can be a vital approach to delivering the Sustainable Development Goals.

Now that we are approaching the end of the year, it is a time to take stock not only of what has been achieved but also of what lies ahead. The conclusion of the High Streets Task Force marks the end of one important chapter, but it also serves as a bridge to the future. Building on five years of insight and impact, we will soon begin a conversation with our network about the next steps and how we can best support you.

Our goal is to align our academic research with the needs of our network and to address some of the most pressing challenges we face as a global community. This newsletter illustrates how we are already doing this, and how we are leading the place management across the world – from shaping UK policies to driving international collaborations and inspiring the next generation of place managers.

This edition of the newsletter illustrates the breadth of IPM's impact – showcasing our work in England and our contributions to international collaborations in Australia, Bangkok, Finland, Japan, and beyond. We also highlight recent UK policy announcements of interest to IPM members, as well as a link to the key report from the Georgetown Global Cities Initiative in partnership with UN Habitat, which emphasised IPM's global leadership in place management.

Looking further afield, we are excited to support the a call for articles focusing on urban development and placemaking across the African continent for a special edition of [the Journal of Place Management and Development](#). This initiative reflects our commitment to advancing place management worldwide. The journal is a key membership benefit for IPM members so please do check this out.

Bringing the focus back to Manchester, I hope some of you can join us for the IPM Festive seminar on Thursday, as we grab a mince pie and listen to some research talks led by [Prof Steve Millington](#). If it is too short notice for Thursday's event, we are delighted to give you almost a years notice that the [International Place Branding Association](#) will host its next international conference at Manchester Metropolitan University in October, 2025. This event is sure to be of great interest to our members, and we look forward to sharing more details in due course.

In January, we will welcome the next cohort of the MSc in Place Management and Leadership here in Manchester. This programme represents an exciting opportunity for the next generation of place managers to advance their knowledge and careers. You can find more details about the programme [here](#).

Finally, I want to finish by saying thank you for being part of the [Institute of Place Management](#). Whether you are reading this in Birmingham, Bangkok, or Brazil, your involvement strengthens the global profession of place management. As part of a wider professional community, you gain access to invaluable contacts, case studies, and world-leading research that, while rooted in local contexts, are universally relevant for place managers everywhere. That is the beauty of place management and IPM: we provide evidence of what works in the real world and, through our decision-making frameworks, help you and your local partnerships apply these lessons to your own places.

Together, we create better places for everyone, wherever in the world that is.

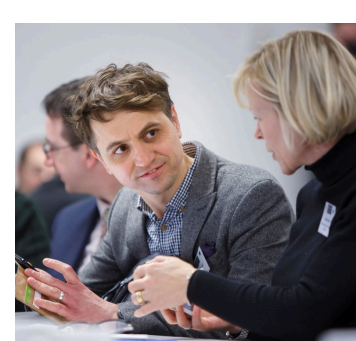


Professor Cathy Parker MBE SFIPM

Forthcoming events

We're now planning our next series of events, looking ahead as we move into 2025. These include the 'Festive Research Seminar' and the 'Masterclass in Place Management and Leadership'

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](#)



Festive Research Seminar, 5 Sept @ 3:30pm

A tradition at the Institute, we gather together as friends and place professionals - delivered **in-person** by Professor Steve Millington - every festive season for a celebratory seminar looking back on the last 12 months and ahead to the new year.

The seminar has plenty of new place ideas and research to digest, with lightening presentations and interactive elements helping our members to join the conversation and influence IPM's thinking. Join us in Manchester, at the Institute for festive treats and a mince pie.

- **Date:** Thursday 5th December
- **Time:** 3:30—5:00pm
- **Attendance:** in person
- Free to [IPM members](#) and non IPM Members

[Register your place today](#)

Masterclass in Place Management and Leadership, 15 Jan @ 11am

Join us for an intensive, one-day masterclass designed for current and aspiring place managers, leaders, and



other place aficionados eager to make a lasting impact on the locations they care about. This masterclass brings together expert knowledge, hands-on activities, and practical strategies to empower you with the knowledge and skills essential for effective place management and sustainable urban development.

This masterclass is ideal for:

- Place managers and leaders (from Local Authorities, Business Improvement Districts, Community Groups)
- Local government officials and policymakers in place, regeneration, economic development.
- Community and civic leaders.
- Real estate developers and asset managers.

Find out how a qualification in place management and leadership can help you.

- **Date:** Wednesday 15 January
- **Time:** 12.00–1.00pm
- **Attendance:** online

[Register for the Masterclass](#)

Placemaking and Sustainability in Africa - a call for papers for the Journal of Place Management and Development

The *Journal of Place Management and Development* has announced a Special Issue focusing on advancing research into urban development, placemaking, and sustainability in Africa. This initiative aims to address critical gaps in understanding the unique challenges and opportunities in African cities, while offering insights into innovative strategies that can contribute to global discussions on sustainable urban development.

African cities are undergoing rapid transformation, grappling with issues such as urbanisation, inequality, and environmental pressures. This Special Issue will explore how placemaking practices can create more inclusive, resilient, and sustainable urban environments. It will provide a platform for sharing ground-breaking research and practical solutions that are locally grounded but globally relevant.

This Special Issue will examine several crucial topics, including Community-Led Innovation, Circular Economy in Action, Eco-Friendly Urban Regeneration, Empowering Communities, Future-Ready Cities, and Sustainable Urban Development. By focusing on these areas, the Special Issue aims to generate valuable insights for policymakers, urban planners, businesses, and community organisations working to align their initiatives with the United Nations Sustainable Development Goals (SDGs).

Researchers, practitioners, and policymakers are encouraged to contribute their work to this vital discourse. For submission guidelines and further details, visit [here](#).

IPM to partner with University of South Australia on an international seminar on place management and leadership

Despite celebrating the conclusion of the High Street Task Force last week, IPM colleagues Prof Steve Millington and Rachel Nickeas were up bright and early the following day to meet with Dr Lynette Washington, Research Fellow at the University of South Australia. They were up early to begin planning an international seminar on place management, set for April 2025.

The seminar will bring together global networks across Australia, Asia, and beyond to explore innovative approaches to placemaking, community development, and urban transformation. Dr Washington, an expert in narrative analysis, contributes deep expertise in supporting socially and environmentally vibrant communities — aligning seamlessly with IPM's mission.

This collaboration reinforces IPM's dedication to global knowledge exchange and reignites pre-pandemic partnerships in Australia. A call for papers will soon be announced, inviting contributions from professionals eager to shape better places.

If you're based in Australia or have expertise to share, we want you to get involved so please contact Rachel and we can discuss further.

For those in other parts of the world, IPM is keen to partner on similar events to discuss place management in your region. Get in touch to collaborate!

Professor of Place Management Delivers Keynote at International Conference in Bangkok, Thailand

In November, Professor Steve Millington, Professor of Place Management, delivered a keynote address at the [8th Annual International Place Branding Association \(IPBA\) Conference](#) in Bangkok, Thailand. Drawing on more than two decades of research, Professor Millington highlighted the transformative power of place branding in revitalising high streets and creating dynamic community hubs. He shared compelling examples from the UK, showcasing how the High Streets Task Force has supported towns in leveraging place branding to reshape perceptions, boost footfall, and stimulate economic growth. These case studies demonstrated the ways that places in the UK are using place management approaches to engage and empower local communities and reimagine their place.

Reflecting on the conference, Professor Millington remarked: "European towns and cities have much to learn from non-western places when it comes to placemaking and revitalising neighbourhoods." His keynote reinforced the value of international collaboration and shared learning, offering new insights for managing and transforming urban spaces around the globe.

[Read more here.](#)



High Streets Task Force: Five Years of Revitalising England's High Streets

After five years of effort, the High Streets Task Force has concluded its programme, leaving a positive legacy in many of the places that we have visited. Last week, Task Force Partners, experts, community groups and councils, along with government officials, gathered at Manchester Metropolitan University to celebrate and reflect on the programme's important work.

Launched in 2019 by the Ministry of Housing, Communities, and Local Government the Task Force was a consortium of placemaking experts led by Manchester Metropolitan University's Institute of Place Management with the Royal Town Planning Institute, the Landscape Institute, The Design Council, Cardiff University, The Teenage Market, Association of Town and City Management, The BID Foundation, Civic Voice, MRI OnLocation, Maybe*, PwC, and MyKnowledgeMap.

Read more here on the IPM website, and read a personal reflection on the High Streets Task Force here from the Chair of the task Force Mark Robinson [here](#).



Georgetown Global Cities Initiative in partnership with UN Habitat in Washington

During the High Street Task Force event, Prof Cathy Parker highlighted that the work of IPM and the High Street Task Force had been recognised in a recent report by Washington-based Georgetown Global Cities Initiative in partnership with UN Habitat.

This report described the HSTF as a standout example of national-level policymaking designed to build the capacity of local organisations: “The High Streets Task Force is recognised as one of the few global experiments in national-level policymaking that builds the capacity of local organisations to manage place-based challenges” (p. 7).

The Urban Thinkers Campus Conference, organised by the Georgetown Global Cities Initiative in partnership with UN Habitat, brought together international leaders to explore how place management organisations can foster collaboration across public, private, and philanthropic sectors. During the online conference, Professor Steve Millington and Dr Nikos Ntounis from IPM showcased the work of the High Street Task Force and IPM in supporting place-based initiatives. Central to the workshop was IPM's '4Rs' framework – Repositioning, Reinventing, Rebranding, and Restructuring – a proven tool for revitalising high streets. Applied by the High Streets Task Force in nearly 150 high streets and town centres, this framework served as a foundation for exploring solutions to global challenges such as declining footfall and shifting consumer behaviours.

The conference culminated in the publication of the *International Practices of Place Management through Multi-Sectoral Partnerships* report. For the full report and session recordings, [click here](#).



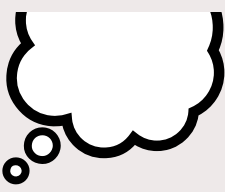
Re-imagining Town Centres: Local Lessons from Japan and the UK

The Chair of the Institute of Place Management, Professor Cathy Parker MBE was honoured to be invited to chair an international webinar attended by over 400 delegates from across the world. This international event brought together insights from Japan and the UK to examine the shared challenges and opportunities facing high streets worldwide. With a focus on the growing competition from e-commerce and declining foot traffic, the discussion highlighted the urgent need for town centres across the OECD to adapt and reinvent themselves to remain vibrant social and economic hubs.

The event showcased different examples and offered valuable lessons for place managers navigating these global challenges.

[Read more here](#)

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

The success of transforming a city through the Be Lincoln Town Deal

Across Lincoln, remarkable transformations are happening. From the charm of quiet cobbled lanes to the innovation bubbling in cutting-edge labs, the city is alive with a buzz, an infectious confidence in its future. The story of Lincoln is regeneration, exemplified by the success of the University of Lincoln, built on a derelict rail goods yard in 1996, it has grown from 500 students to 14,500.



[More details here](#)

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 will be with you in later in the year.

The IPM Team



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