

Member Bulletin - May 2025

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

Improving places everywhere, for everyone, is a truly global mission. Over the past few weeks, I've had the pleasure of connecting with IPM members and partners from around the world, including America, Australia, Finland, Greece, the Netherlands, Portugal, Slovakia, Slovenia, and of course, here in the UK. Whether you're one of our newest members or have been with IPM for many years, it's been a real privilege to hear about your work and explore how we can support you on your place management journey.

That international spirit is central to our next event: a place-branding masterclass led by one of our world-leading experts, Prof Mihalīs Kavaratzis and featuring insights from Sheffield, Ghent, Tasmania, and Turku. [You can register to attend here.](#)

We're also inviting expressions of interest for two IPM-linked initiatives:

- Dr Ilze Mertena is seeking contributors for her research on customer experience in independent retail. You can read more on that call [here](#).
- Dr Chloe Steadman is looking for guest panellists and speakers on community engagement and placemaking. [Read more here.](#)

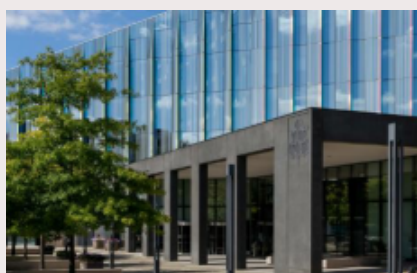
To get involved, contact us at ipm@mmu.ac.uk and we'll connect you directly.

Finally, if you - or a colleague -are ready to take the next step in your place leadership journey, our [Place Management and Leadership postgraduate courses](#), starting in January 2026, could be just the opportunity you're looking for. We're pleased to confirm that applications are now open.

If you're interested, we'd be delighted to arrange a one-to-one call with our course leader to discuss the programme in more detail and answer any questions you may have. Please don't hesitate to get in touch to schedule a conversation.

Ian Harvey
Head of Institute of Place Management

Up and coming events



IPM Webinar: Devolution discussion, UK

- **Date:** Wednesday 28th May 2025
- **Time:** 14:00 - 15:30
- **Attendance:** Online
- Open to IPM Member only

[Register your place today](#)



IPM Webinar: Safety in Town Centres

- **Date:** Tuesday 8th July 2025
- **Time:** 14:00 - 15:30
- **Attendance:** Online
- Open to IPM members

[Register your place today](#)

[Read more details about our events](#)

Place Marketing & Branding Masterclass with the Institute of Place Management



A city's brand is now a vital tool for urban development - shaping identity, boosting reputation, and setting places apart (Ashworth & Kavaratzis, 2007). But place branding is more than just logos; it blends public spaces, culture, and a strong sense of place (Hanna & Rowley, 2011).

This interactive online Masterclass features global experts sharing practical strategies on place branding, digital communication, and identity. Chaired by Professor Mihalīs Kavaratzis, co-founder of the International Place Branding Association and a leading scholar in the field.

[Register for the session here.](#)

Call for panel contributors to our work

As part of an upcoming IPM academic event, we're curating a closing panel on **engaged scholarship** - an approach that brings researchers and practitioners together to tackle real-world place challenges in ways that are both rigorous and relevant.

We're looking for 1–2 IPM members who've collaborated with academics on place-related research. The panel will reflect on the value of these partnerships and how they can drive meaningful change.

If you've been part of a practitioner–academic project and would like to be involved, please email **Dr Chloe Steadman** at c.steadman@mmu.ac.uk by **15th May**.

You can read more about engaged scholarship in this paper by **Prof Steve Millington, Dr Chloe Steadman and Dr Nikos Ntounis SFIPM**: [Reflections from the Business School's margins](#)

The Impact of Place Management in Wayfinding

The latest episode of the *Navigate Now* podcast explores the relationship between people and places, with host Jon Docksey and guest Professor Steve Millington.

Drawing on his work with the High Streets Task Force, Steve shares his insights from supporting 150 locations, focusing on skills, capacity-building, and inclusive place management. He emphasises the importance of designing town centres that are accessible for less-abled individuals.

The discussion also looks at future transport solutions, including flat-rate, subscription-based models to make public transport more affordable, accessible, and sustainable.

A must-listen for anyone interested in how place management shapes inclusive and future-ready communities. [You can listen to the podcast on YouTube here.](#)

Manchester Met leads global conversation on age-friendly places

Manchester Metropolitan University reinforced its leadership in place management by co-hosting the WHO Age-Friendly Futures Summit (25–27 March), bringing 200 international experts to Manchester to address how cities can adapt to ageing populations.

A highlight was the LEAP model - Location and Equity for Ageing Positively- developed by Manchester Met's Advanced & Applied Architecture Research Office with GMCA and community partners. It offers a practical framework for designing places that enable healthy ageing, particularly in disadvantaged communities.

Professor Stefan White summed it up: "Ageing well is inseparable from the quality and equity of place." Read more in *The Guardian*: [The radical plan for a futuristic age-friendly neighbourhood in Manchester.](#)

Reflections and questions for IPM Members from Prof Steve Millington

In his latest blog, Professor Steve Millington reflects on his recent contribution to a panel hosted by the Council for Higher Education in Art and Design, exploring the evolving role of civic universities in place leadership and the power of participatory art as a tool for social change.

Steve asks critical questions for IPM members:

- How can universities build deeper, long-term partnerships with place-based stakeholders?
- What role can creative methods play in empowering communities?
- Are we missing opportunities to better measure and share civic impact?

The blog draws on good practice examples from the University of Derby and University of Huddersfield, and highlights the value of collaboration across sectors. [Read more here.](#)

Strengthening Global Partnerships at #RSA2025 in Porto

We were delighted to represent Manchester Metropolitan University at the #RSA2025 conference in #Porto this month. The four-day event brought together academics and policymakers from across the world to share insights and research on regional studies, economic development, policy, and planning. It was a pleasure for our colleagues Dr Nikos Ntounis SFIPM and Dr Jenny Kanellopoulou to meet RSA CEO Alan Kinder and continue recent discussions around a strategic collaboration between the Institute of Place Management (IPM) and the RSA - one that could benefit members of both organisations.

With representation from around 55 countries, the conference offered many inspiring moments and valuable connections. Thank you to everyone who took the time to speak with us.

From research to action on Privately Owned Public Spaces

We're delighted to see IPM research making real-world impact as CityCo and Manchester City Centre BID launch a new Privately Owned Public Spaces (POPS) Forum - directly inspired by an IPM-led

workshop in 2023.

POPS play a key role in high street regeneration but require careful stewardship to balance public access, safety, inclusivity, and commercial needs. With support from IPM Member Emma James, the forum enables landowners, businesses, and place managers to share best practice and benchmark quality across Manchester.

Emma will be sharing her experience at the IPM Place Symposium this June.

For more information on POPS *and our research*, please [click here](#).



Your thoughts on current place management and leadership issues as an IPM member

We love showcasing the expertise and insights of our valued members. If you have a story, research, or a project that might interest the wider IPM network, we'd love to hear from you! Whether it's a discussion topic, a LinkedIn feature to highlight your profile, or an update that deserves attention, we're keen to share your contributions.

Additionally, as an IPM member, you gain exclusive access to our members' area—a hub filled with valuable resources, networking opportunities, and industry insights. If you're not yet a member and would like to explore the benefits, feel free to get in touch to discuss membership options.

Let's continue to build connections and celebrate the fantastic work happening across the sector!



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 June.

The IPM Team



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