

Member Bulletin - September 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

Welcome to the latest IPM Member Bulletin. I trust you received our August email titled the **'The Future of IPM'**, which outlined some exciting changes in our vision, structure and operations. If for any reason you did not receive it, please let us know and we would be happy to resend it to you.

I'm pleased to announce that these plans are now progressing as we are recruiting for a Head of Institute of Place Management (IPM) Professional Membership Network. **Applications are open until 22nd September** and you can find more details at

<https://manmetjobs.mmu.ac.uk/intranet/vacancy/head-of-institute-of-place-management-ipm-professional-membership-network-7813-manchester-all-saints-campus/7756/description>. Please do get in touch if you are interested in the role (or know someone that might be!).

It has been a busy few months since our last bulletin, especially for the [High Streets Task Force](#) and [The BID Foundation](#).

The **High Streets Task Force** (HSTF) will end its programme on 30 September 2024. We are currently concluding our monitoring and evaluation along with recommendations for how high streets can be supported in the future. There's more detail in the article below — [High Streets Task Force Monitoring and Evaluation](#) — and we'll be sharing our thoughts about HSTF legacy in our next bulletin.

In other sector news, it's been 20 years since the launch of the first UK BID. We've been privileged to support BID professionals through our partnership with **The BID Foundation** (TBF). It's testament to the evolution of BIDs that the TBF is going from strength to strength, and whilst IPM is no longer hosting TBF, we are pleased to inform you that *all current members of TBF will remain members of IPM until the end of the year*, enjoying the same benefits as all other IPM members.

If you haven't already explored the many benefits available through IPM membership, then I'd encourage you to check out the [forthcoming events](#) below or talk to [Rachel](#) about membership services.

Additionally, I'm thrilled that our **postgraduate courses will resume in January 2025**. We'd love to see more of our professional members gain a qualification, and you can find more information on Manchester Metropolitan University's website at

<https://www.mmu.ac.uk/study/postgraduate/course/msc-pgdip-pgcert-place-management-and-leadership>. There are also more details our [taster session below](#).

As usual, this bulletin features information about our upcoming events, conferences we are speaking at, new members, and other general news. I hope you enjoy it and find it useful.



Professor Cathy Parker MBE SFIPM

Forthcoming events

We're now planning our next series of events for the end of 2024. These include 'The Sustainable High Street' and 'The Digital High Street'.

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](#)



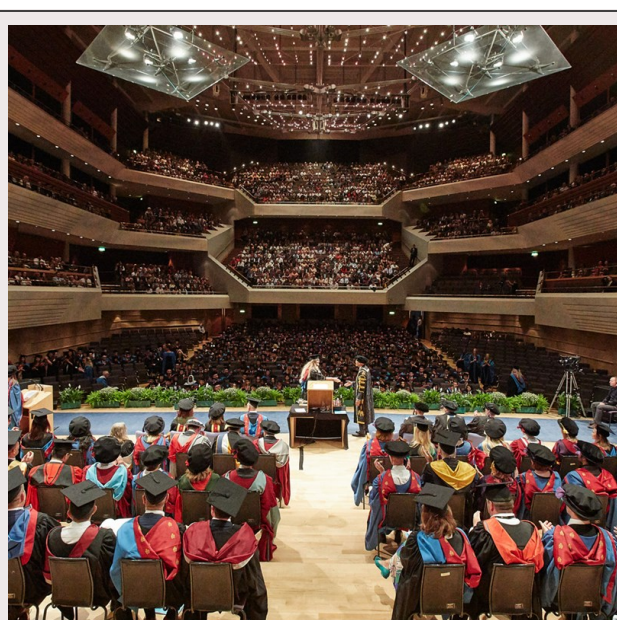
The Sustainable High Street — IPM webinar, 25 Sep @ 2pm

Sustainability is becoming more important to a growing number of consumers, especially (but not exclusively) to younger generations. It's a wide-ranging issue affecting our buildings and their future suitability, logistics, how businesses are run and the products and services they offer, and overall place operations.

In this IPM webinar we'll share insights evidence-based studies and hear from IPM members and partners who prioritise sustainability in their projects, business practices, public spaces, and beyond.

- **Date:** Wednesday 25 September
- **Time:** 2.00–3.30pm
- **Attendance:** online
- Free to [IPM members](#)

[Register your place today](#)



Postgraduate courses taster session, 16 Oct @ 12pm

Enrolment is now open for our postgraduate courses on place management and leadership at Manchester Metropolitan University. Starting in January 2025, these programmes are designed to develop confident, reflective, and respected place managers, who are capable of strategic thinking and transformative but inclusive place management.

In this session, you will hear about:

- How our courses are structured, topics covered, and the teaching team;
- A taste of what you will be learning on the course;
- How the course has benefited one of our past students in their career;
- Question and answers time with the programme leader about the courses.

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

- **Date:** Wednesday 16 October
- **Time:** 12.00–1.00pm
- **Attendance:** online
- Free to all

Register for a taster session



The Digital High Street – IPM webinar, 30 Oct @ 2pm

Join us for an insightful webinar on **Digital Applications in Place Management and Marketing**, where we will explore the latest tools and technologies transforming the way places are managed and marketed. From footfall analytics to place marketing apps, this session will cover cutting-edge solutions designed to enhance public spaces, improve service efficiency, and boost engagement.

Learn from industry leaders and experts who are driving innovation in the field and discover how you can leverage digital tools to create better places.

Don't miss this opportunity to stay ahead of the curve and elevate your practice! We'll hear from IPM members at the forefront of this work and explore some of the projects they're leading.

- **Date:** Wednesday 30 October
- **Time:** 2.00–3.00pm
- **Attendance:** online
- Free to [IPM members](#)

Register your place today

High Streets Task Force: Monitoring and Evaluation

As we are coming to the end of the High Streets Task Force and writing the final monitoring and evaluation report, **Prof. Cathy Parker**, HSTF Research Lead, reflects on what it has achieved:

“The High Streets Task Force was set up to support local people revitalise their high streets. By working closely with local authorities, the Task Force aimed to redefine the process of high street regeneration making it more inclusive, more relevant to local people and businesses, more creative but, at the same time, more reliable. In other words, bring some established theory to the practice of regeneration to ensure effort translated into benefits for all involved.

“Prior to the High Streets Task Force, high street regeneration was dominated by a narrow group of interests (councils, developers and large retailers) and tended to be synonymous with physical, capital-intensive projects, with the results often just attracting occupying businesses that had no real connection to the place.

“The High Streets Task Force has rebalanced the process by demonstrating the value of ‘quick wins’. These are low-cost interventions, that leverage existing assets, such as small and local businesses, community organisations, and local heritage and culture. To create immediate improvements in metrics like footfall or perceptions, for example. Importantly, these actions can be taken by anyone – whether individuals or groups – looking to make a difference to their high street.

“The legacy of the High Streets Task Force has been to prove the power and potential of local action, showing how inclusive approaches can drive meaningful change as well as the practical steps local authorities need to take to support this. By working with 151 local authorities, the High Streets Task Force has progressed the ‘science’ of high street renewal using a consistent framework of diagnosis, support and evaluation to drive successful regeneration efforts.”

The full final monitoring and evaluation report from the HSTF team will be available soon. We'll include more about the findings and achievements of the HSTF in our next bulletin.

IPM in the news and on the road

[IPM Partner Thinking Place](#) are hosting their annual place manager event ‘**Helping you put the pizzazz into your place**’. Taking place on Tuesday 12 November in Chesterfield, the event is free and open to all. The audience is primarily local authorities. More details can be found at <https://thinkingplace.co.uk/2024/07/01/helping-you-put-the-pizzazz-into-your-place-2024>.

Professor Cathy Parker SFIPM contributed to a [live panel discussion on BBC Radio 4](#) (around 36 minutes in) with Nicholas Boys-Smith of the Office for Place, and host Evan Davies about what is next for high streets. Cathy gave some examples of where high streets are renewing and the importance of involving young people in the process.

Dr Alessandro Graciotti AIPM was invited as an expert on sustainability and local food systems innovations to give a guest lecture on the sustainable consumption of ‘food and place’ to postgraduate students in Environmental Economics and Sustainable Development (MSc in Applied Economics and Engineering Management) at Universitas Mercatorum – a university affiliated with the Italian Chambers of Commerce. Part of the lecture focused on IPM research including the impact of the High Streets Task Force and IPM's professional network on sustainable place development and town centre regeneration.

Following the success of a roundtable event in Telford last year, **Professor Steve Millington** SFIPM was asked to present at the ‘Transforming Placemaking in England’ event. Themes included helping to establish collaborative partnerships between public and private sectors to facilitate the pooling of resources, expertise and networks to implement effective interventions.

Please do let us know if you are speaking at a place management and leadership event so we can share it with other members of our professional network. Drop us an email to 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? Perhaps something based on a project you're running, or the challenges faced by our places.

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

- [What next for the long term plan for towns?](#) by **Matt Baker** SFIPM
- [Harnessing the Power of the Diaspora in Blaenau Gwent: A place-based approach for revitalisation](#) by **Owen Davies** FIPM
- **Sandie Webb** MIPM on how the power of local partnership has helped to transform Chippenham's future: [There is no power for change greater than a community discovering what it cares about](#)
- **Chris Wade** FIPM on increasing the opportunities for people to travel to town, other than by car: [Progressive place leaders welcome extra options for travelling into town](#)

If you would like to suggest a potential think piece theme, please email ipm@mmu.ac.uk.

The Journal of Place Management and Development

Issue 4 (Volume 17) of the *Journal of Place Management and Development* (JPMD) will be



published on 26 September. The journal 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.

Recent editions have covered topics such as place branding, atmospheres, and communities in rural co-working, with a special issue on law and placemaking. For more information on how to access the journal online, which is free to IPM members, please email us at ipm@mmu.ac.uk.

[Access JPMD online](#)

New members since our last bulletin

We're delighted to announce 21 new members. Welcome to Alessandro Graciotti, Andrew Savill, Andy Atkinson, Azra Mukadam, Charlotte Foster, Chris Sands, Christopher Savage, Hannah Sharp, James Long, Joanne Blackburn, John Houghton, Josh Dickerson, Lindsay Lewis, Marc Conte, Maria Cotton, Mike Rayyan, Neil Darwin, Paul James, Ray Goodier, Sarah Jones-Morris, Wayne Heal.

A further 21 existing members have renewed since our last bulletin. It's great to have you all as part of our international community of place leaders, managers and thinkers!

In other news...



Campaign launched to highlight 'High Street Positives'

A new initiative has been launched to help bring positive stories about places to more readers. The '[High Street Positives](#)' newsletter is authored by IPM Member, **Laura Harris**, and builds on her own personal work to counter negative narratives about high streets. Do take a look!

Greening the city – Manchester's changing climate

IPM's home institution, Manchester Metropolitan University, is a leader in sustainability research and innovation. Find out more about the work of IPM members **Dr Paul O'Hare** and **Dr Gina Caven** in a recent article on climate resilience and adaptation policy as part of a collection celebrating Manchester Met's 200-year anniversary at <https://www.mmu.ac.uk/about-us/200-years/leading-sustainability/greening-city>

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

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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