

Centre Management

Component Factor

Yes, part of Place Management Priority ([view](#))

Ranking

Centre Management	Rank	Score	Descriptor
Influence	20 th out of 237	4.29 out of 5	Highly Influential
Control	31 st out of 237	3.57 out of 4	Controllable
Priority	10 th out of 237	15.31	Very high priority

Description/Definition

Centre management here refers to the control, coordination, and guidance of a centre's activities and of its tenants/retailers (Teller, 2008).

Why does it matter? (Influence)

Centre management is a delicate process that comprises of choosing the right tenants for a shopping street/shopping centre/arcade, making tenant location decisions, organising cooperative marketing activities, coordinating maintenance/repair works, security and decoration, and general logistics (Teller, 2008). Particularly in the case of shopping centres within the high street, their successful management can assist to increased patronage and positive perceptions of the overall high street.

What can you do about it? (Control)

Developing synergies and sharing information between centre managers and town centre/place managers is crucial in order to build trust and partner for the improvement of the high street, harnessing the unique characteristics of such centres, and communicating them to consumers/visitors.

See also

Place management, Shopping Centre Management, Town Centre Management

References

Teller, C. (2008). Shopping streets versus shopping malls - determinants of agglomeration format attractiveness from the consumers' point of view. *The International Review of Retail, Distribution and Consumer Research* 18(4): 381–403.