

Place Management

Component Factor

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

Ranking

Place Management	Rank	Score	Descriptor
Influence	58 th out of 237	4.10 out of 5	Highly Influential
Control	60 th out of 237	3.43 out of 4	Controllable
Priority	25 th out of 237	14.04	Very high priority

Description/Definition

The Institute of Place Management (IPM) defines place management as “a coordinated, area-based, multi-stakeholder approach to improve locations, harnessing the skills, experiences and resources of those in the private, public and voluntary sectors”.

Why does it matter? (Influence)

Place management is considered “as a symbiotic element of strategic significance in the long- term impact and sustainability of towns/cities”, which needs to be “at the heart of the planning, design and overall placemaking processes” (Coca-Stefaniak and Bagaean, 2013: 532). Adams (2008) argues that place management, as a form of urban public policy, is increasingly influencing the social, economic, human and natural capitals in places. As such, place management can have a wide societal and financial impact and act as a key process for organising area-based regeneration (Ntounis et al, 2020).

What can you do about it? (Control)

In general, place management schemes are concerned with place interventions that cover an array of services and activities. These can be itemised and categorised in:

- janitorial (“clean and safe”, street and sidewalk cleaning, policing, waste management)
- developmental (business development, business mix improvement, housing)
- social (social services for the community, tackling homelessness, youth services)
- public space/physical infrastructure (capital improvements, economic development, area maintenance)

- promotional (place marketing and branding, decorations, events)
- strategic (advocacy, lobbying) (Kalandides, 2020).

Place managers should make a conscious decision regarding which activities are prioritised for the betterment of the high street or town centre, ideally with a communal and local focus.

See also

Town Centre Management

References

Adams D (2008) Place management: collecting definitions and perspectives: reflections from the Editorial

Advisory Board. *Journal of Place Management and Development* 1(1): 17–28.

Coca-Stefaniak JA and Bagaeen S (2013) Strategic management for sustainable high street recovery. *Town and Country Planning* 82(12): 532–537.

Kalandides A (2020) Making Places Better: Place Management: Definitions, Options and Implementation: A Guidebook, Inter-American Development Bank (unpublished).

Ntounis N, Medway D and Parker C (2020) Managing Places, in Edensor T, Kalandides A and Kothari, U (eds.) *The Routledge Handbook of Place*, Routledge: London, pp 335-345.