



Professor Cathy Parker

Chair of the Institute of Place Management (IPM) and Professor of Marketing and Retail Enterprise at Manchester Metropolitan University Business School, Cathy leads and contributes towards a number of commercial and research projects in the areas of retailing, marketing, and place management.

IPM is the international professional body that supports people committed to developing, managing and making places better. Formed in 2006 with the Association of Town Centre Management in the UK, Manchester Met recognised a need to create a professional body capable of developing and supporting the creation of sustainable formal structures of place management – ensuring professional standards amongst all those involved in the management, development and marketing of places.

Cathy is also Editor-in-Chief of the *Journal of Place Management and Development* and is Visiting Professor at Institute of Regional Development, University of Tasmania.



High Street UK 2020: Revitalising the nation's town centres through research

Funded by the Economic and Social Research Council (ESRC), High Street UK 2020 looked at the impact changes to retailing in the UK and the effects they were having on town and city centres.

The main aim of the project was to channel the existing academic knowledge relating to both retail and High Street change directly to individual locations, as well as work directly with the end users of research to identify gaps for further investigation and research.

Stakeholders at ten towns – Alsager, Altrincham, Ballymena, Barnsley, Congleton, Holmfirth, Market Rasen, Morley, St George (Bristol) and Wrexham – worked with IPM to identify the influential factors behind consumer choice.

**[http://www.placemanagement.org/special-interest-groups/
managing-places/town-and-city-centresdowntowns/town-
centre-policy-and-research/hsuk2020](http://www.placemanagement.org/special-interest-groups/managing-places/town-and-city-centresdowntowns/town-centre-policy-and-research/hsuk2020)**

'We are delighted to see that High Street UK 2020 has identified Altrincham as one of the major success stories of the project.' — Councillor Michael Young, Trafford Council