

## TOP TIPS FOR SUCCESSFUL:

### AREA MANAGEMENT AND TOWN CENTRE MANAGEMENT

1. **Get out of the office** - be in the area, get known, get to know the people and businesses – this will be much harder in an industrial or business area than in a retail area.
2. **Engage the occupiers of the premises directly in managing the activities** – more action will take place if the occupiers are involved.
3. **Continuity of staff** – businesses grow cynical if there is always a new person promising a new start.
4. **Persistence and perseverance** - initial contact with businesses is difficult and many visits are needed.
5. **Recognise that initially businesses will have a very narrow focus** – they will only contact the Area Manager/Town Centre Manager if they want something.
6. **Provide visible signs of action and improvement** – tangible signs give credence. In Town Centres, lights and Christmas provide this opportunity; in industrial areas, resolving fly tipping and car dumping.
7. **Networking** - constant forging of links between the agencies and organisations that have a role in the area.
8. **Demonstrate some authority and power** – to call in services, to make people reply to requests, to spend money.
9. **Delegate** - a caseload of problems and issues to be sorted out builds up very quickly and prevents new issues from being taken on. An efficient mechanism is needed to resolve issues and to delegate to other agencies.
10. **Build an identity** and sense of place.
11. **Have a plan and set of priorities** that are practical and realistic and complement the strategic master plan for the area.