

Workman Expands Activate Team

1 year ago



[Workman LLP](#), the UK's largest independent commercial property management and building consultancy firm, today announced the expansion of its [Activate](#) team. Specialists in Placemaking and Destination Marketing, the team welcomes Amy Young in the newly created role of Senior Account Manager, along with Martha Parry and Hannah Baldwin-Quirk as Marketing Assistants.

Having worked in the retail sector for ten years, within marketing agencies including ICG, Amy's experience includes account management of shopping centres and outlet scheme clients across the UK. In her new role, Amy will create partnerships with on-site teams that enhance the offering and showcase the multi-channel Activate approach, while taking the opportunity to grow Activate's services and team.

Martha brings experience as a social media community and influencer officer, for Transport for Greater Manchester, where she focused on community management, as well as building and maintaining influencer relationships. She is looking forward to applying her expertise in building and managing communities, whether online or IRL, to the benefit of Workman's Activate clients.

Hannah is an experienced social and digital marketer, having managed multiple social media channels for firms including CKE Law, consistently ensuring brand voice, profile, engagement, and consistency.

Rapid growth for Activate

The past year has seen Workman's Activate team grow rapidly. The team is now engaging with occupiers at workplace and retail communities to drive footfall across more than 5m sq. ft of offices, business parks, and retail and leisure schemes across the country, including recent new instructions: [Croxley park](#), [Watford](#) and [St Pancras Campus](#).

Now celebrating its fifth anniversary since launch in 2019, the growing Activate team manages client

marketing and placemaking budgets in excess of £1.4m. The team produces and publishes more than 4,000 pieces of social content every month, with average organic social media growth up by more than 50% year-on-year so far in 2024.

Emma Henson, Place Marketing Manager at Activate, said: “Our new team members join Activate at an exciting time for us, and will help drive the service on its rapid growth trajectory, supporting our clients as they look to provide valued places for people. In today’s market, where office and retail destinations must not only compete against one another, but also against homes and the screen in everyone’s pocket, I believe that places have a crucial role to play in building community, engaging occupiers, and delivering social value.”

Andrew Sparrow, Director of Placemaking at Activate, said: “We are aiming for our office instructions to achieve asset management objectives around increasing occupier satisfaction and retention levels. There is a competitive market in terms of where businesses now choose to take space, so occupiers will question the added value of each site, and what they and their employees stand to gain from it in terms of community, sustainability, and wellbeing.”