



Shine a light on Team Pink

Frances Minns, Account Manager

How long have you worked at Toolbox?

2+ years



What made you choose a career in placemaking?

I've always been genuinely interested in how our surroundings can shape our experiences and how we connect. For me, placemaking is about intentionally building lively, engaging environments that create a real sense of community and tell a story. What's so interesting in retail marketing is the chance to take shopping areas and turn them into hubs that people genuinely enjoy being in. I find it really rewarding to be part of that process, seeing how thoughtful planning and creative work can truly bring a space to life and positively influence how people feel about it.

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Tell us about your role and why it is important:

As an Account Manager, I act as the link between our clients and our internal teams. I'm responsible for understanding our clients' objectives, developing strategic plans, and ensuring the seamless delivery of our marketing campaigns. This involves everything from managing budgets and timelines to coordinating creative development and measuring results.

Ultimately, I make sure our clients' ideas become a reality and, hopefully, make a real difference to their business and how people experience their brand.

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What has been your most memorable moment at Toolbox so far? Launching the Win A Shop campaign at Brightwells, Farnham has certainly been a highlight. Seeing the positive impact that it is already having on the scheme is incredibly rewarding. The collaborative effort from the whole team, along with the client's delighted response, has made it a truly memorable experience.



What fictional place would you like to visit and why?

Hobbiton from The Lord of the Rings and The Hobbit! It's more than just a fictional place for me; it's a part of my childhood. My father is a huge Tolkien fan, and I have vivid memories of him reading The Hobbit to me. The cozy, idyllic charm of the Shire feels deeply familiar. And now we're slowly introducing the magic to my daughter, though so far, she's most keen on the second breakfast!

Which do you prefer to do: Shop, Dine, Watch, Play or Experience

SHOP, without a doubt! I have a genuine appreciation for retail, truly. I'm always drawn in by creative window displays – I love bright colours and a clever play on words. And while I appreciate the high street, give me an independent any day. And I do love a good rummage in a charity shop; there's always a chance of finding a little gem, it's nice to give something a new life.



What's your favourite destination? I recently read a quote that really resonated with me: 'I don't have a favourite place. I have my favourite people. And whenever I am with my favourite people, that becomes my favourite place.' That couldn't be more true for me.

Having said that, ha! You'll often find me absolutely thrilled at discovering a new little independent coffee shop or café. Or a gorgeous garden centre – I adore a garden centre, especially if it's got a nice café and a little homeware section tucked away. I do love travelling too; I've just got back from a family holiday in Portugal; I adore the chilled-out vibe there, and their delicious, no-fuss food. The street art and those gorgeous tiles, and oh, the pastel de nata! Basically, if it involves a bit of exploring, the chance of shopping, and good food, then I'm all in. But it absolutely has to involve food.



What is your prediction for the next year?

Looking ahead, I think we'll see even more focus on making retail an experience, blending the online and in-store worlds. Shoppers are looking for more than just products; they want something engaging and more tailored to them. I expect we'll see more retailers using things like AR and VR to make the shopping trip more interesting, and also a real drive to create more of a community feel in their spaces. Plus, I think being sustainable and ethical will become even more important for brands. And I hope we will continue to see those smaller, more unique, local shops doing well.

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