

Shine a light on Team Pink

Chloe Keith, Managing Director



How long worked at Toolbox?

Since January 2012, so 13 years now!



What made you choose a career in placemaking?

I moved to Toolbox from another local marketing agency due to my love of shopping, and from there my involvement in the placemaking world has grown!

“I find placemaking to be very exciting and super creative, the opportunities are endless and can also make a real impact”.



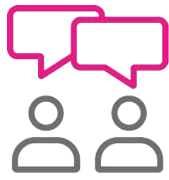
Tell us about your role and why it is important:

The owner of the business, Michelle Buxton, has trusted me year on year to drive and grow Toolbox, for me this is the most important thing - doing a great job for Michelle as she has trusted me to do so!

I'm a very hands on Managing Director. Yes I oversee the running of the business, but....

“I thrive in getting involved in the day to day side of the business supporting the team, and working closely with clients”.





What has been your most memorable moment at Toolbox so far?

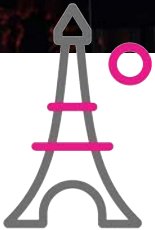
Oh gosh, there's been a lot over the last 12 years! I'd say I've had a lot of proud moments like winning a Purple Apple back in 2014, presenting SCEPTRE awards on stage for the last 3 years and being the Revo Marketing Committee chair in 2021 and 2024.

And there have been some real fun moments, like the 80s car disco on the way home from a pitch, various socials with (terrible) fancy dress, and various LOL moments from client events including guarding a pile of pony poo and throwing glitter all over Christmas trees! Some of the memories are blurred as Toolbox has provided me with some of the worst hangovers!



What's your favourite destination?

Now, this is tough! The 'Vicky' Centre in Nottingham holds a close place in my heart from my university days. I'm very passionate about Castle Quarter in Norwich as I worked on the repositioning project. So I'm going to vote that I don't have a favourite and I just like exploring new destinations for work and on holiday!



What fictional place would you like to visit and why?

I struggle with fiction and am very fussy about the movies I watch and books I read! I'd like to be Emily in Paris in real life if that counts - marketing, fashion, food and Paris!

What is your prediction for the next year?

My wish is that people stop saying that retail is dead! Based on the current status of the UK, I believe that a change in government will have a positive impact on our places, although not overnight.

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

Dining, always! I'm a proper foodie.



"We're in it for the long run as we watch our places face challenges like overcoming ASB, keeping up with sustainability and navigating online retail".



I do think we'll see more online traders come into a physical space and we thrive on community engagement, Thankfully you can't smell a candle, or visit Santa digitally, well not yet!