

Meanwhile Activations Programme

Appendix A - Phase 1 & 2 Update

Programme Summary

The City Council's award-winning Pop-Up and Meanwhile Activations Programme at Westminster City Council was initially focused on addressing the high retail vacancy rates in the West End as a result of the pandemic and associated lockdowns. The aim was to bring life and vibrancy back.

Working collaboratively with our Business Improvement Districts, property owners and a space operator, the Council developed a framework to secure units and created area-specific activation concepts based on Westminster values around diversity, inclusivity and sustainability, to name a few, which would look to bring meaningful, on-trend and fresh experiences, creating a buzz for new and returning audiences.

The project offered an incredible rent and rate-free opportunity in prime locations for local emerging artists, up-and-coming brands, social enterprises and start-ups who, otherwise, would not have been able to receive a showcase in the West End. To date, the programme has supported over 43 brands, emerging artists and social enterprises and start-ups across 12 activated units, some of which have since gone on to establish flagship stores.

Moving forward the programme will tackle the widespread proliferation of low-quality retail currently blighting Oxford Street and beyond whilst continuing to support high-quality up-and-coming brands who, throughout their tenancy, will build their way up to becoming longer term, rent paying tenants. We are looking to deliver up to 9 activations and support over 35 brands in this next phase of the programme.



Awards

Heart for the Arts 2022 Winner:
Best Arts Project -
Awarded by National Campaign for the Arts

2022 Greater London Regional Winner:
Programme of Business Support -
Awarded by the Federation of Small Businesses

The screenshot shows the website for the National Campaign for the Arts Awards 2022. The header includes the logo, navigation links (About us, The arts, The issues, Our projects, Support us), and buttons for 'Join' and 'Donate'. The main content area features a pink banner for 'Hearts for the Arts Awards 2022' with navigation links (Home, Nominees, Nominate, Previous years). Below this, the headline reads 'Westminster Reveals Westminster City Council' as the 'WINNER Best Arts Project 2022'. A photograph shows an outdoor art installation with easels and umbrellas in front of a classical building. A quote from Andy Dawson, 2021 winner of Inspire Youth Arts, is displayed: 'The scale of this project is huge as is the ambition. The response to Covid is really impressive in particular. Partnership appears to be at the centre of the success of this project. Well done!'.

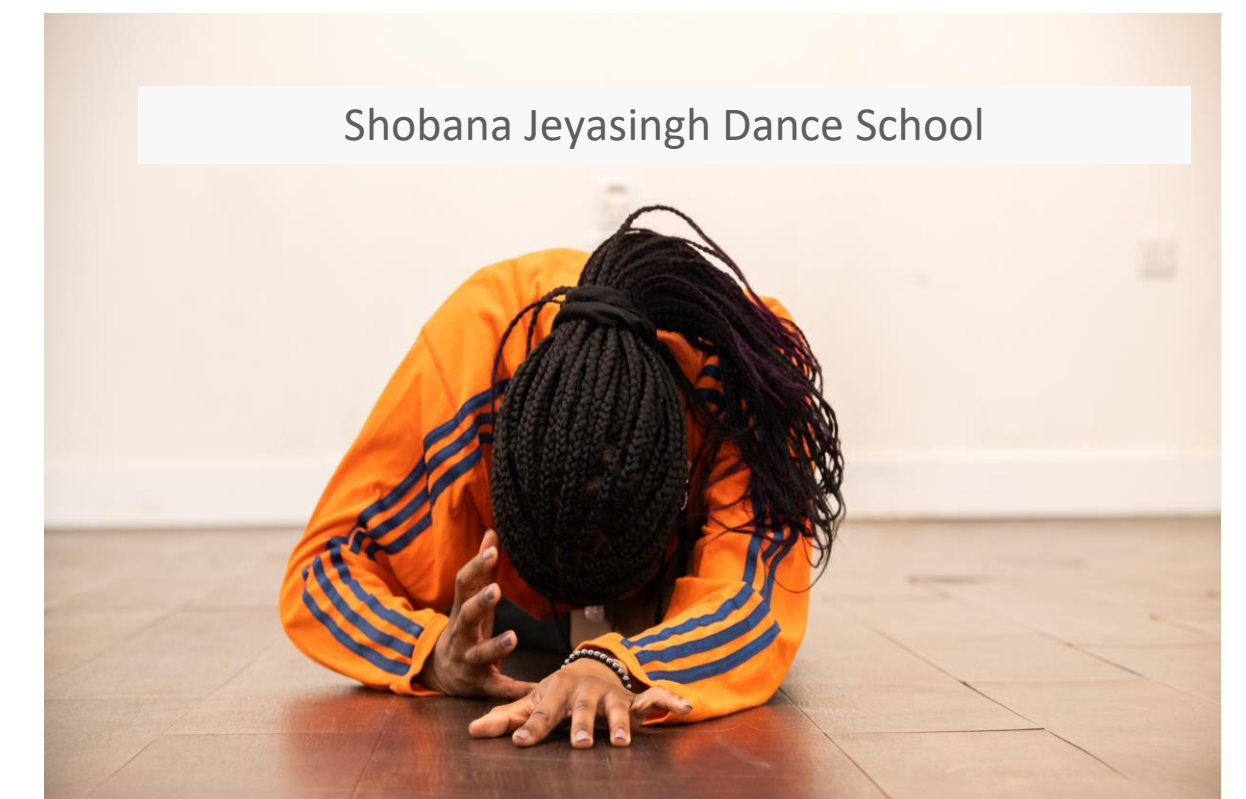
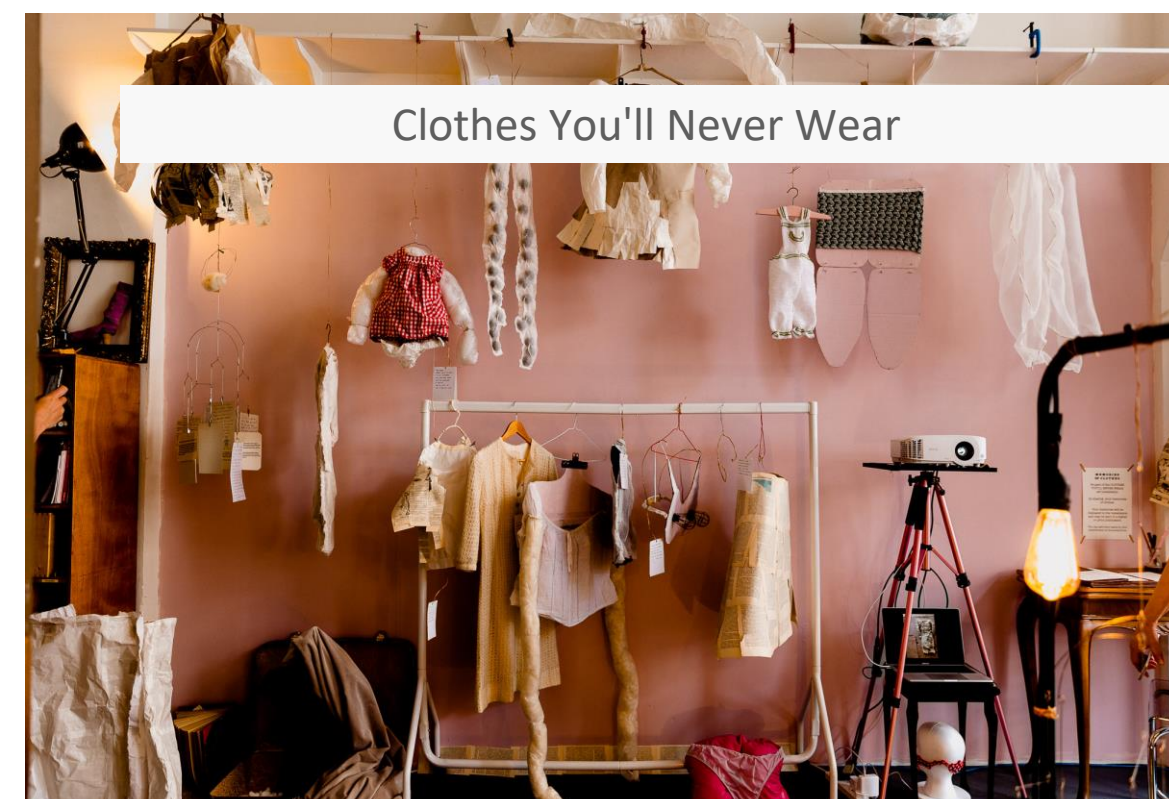
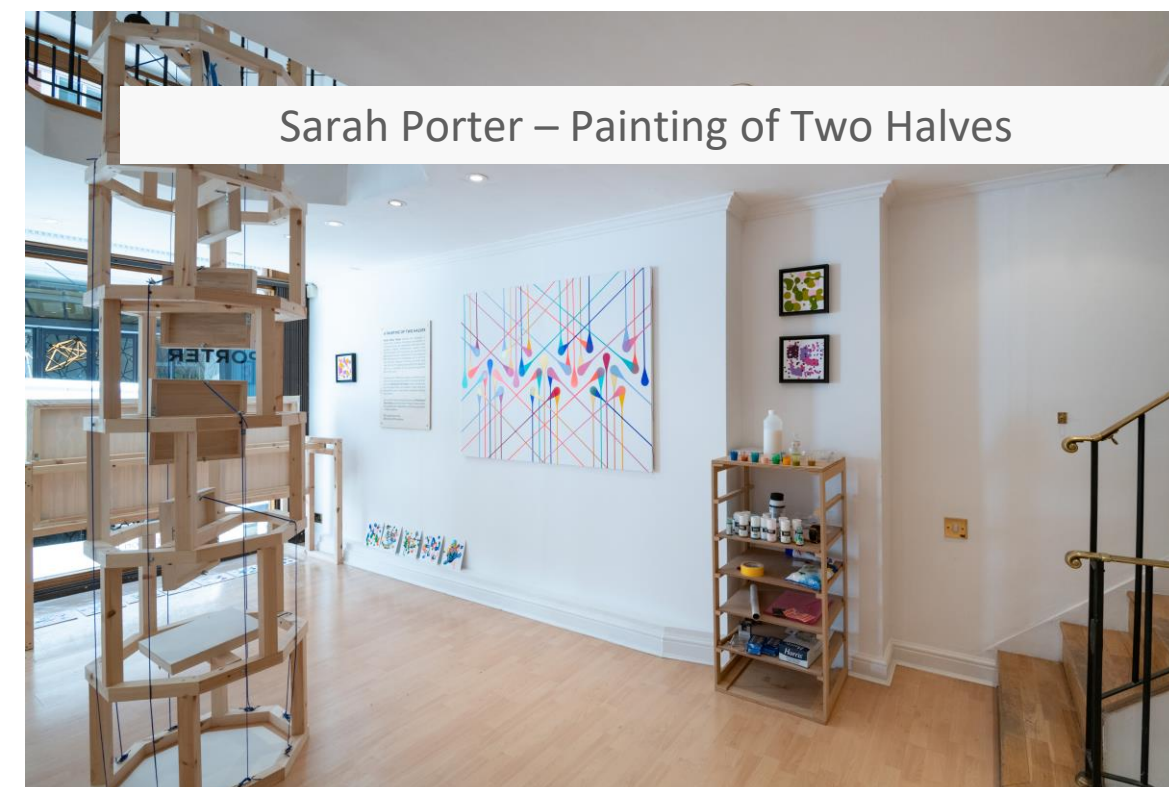
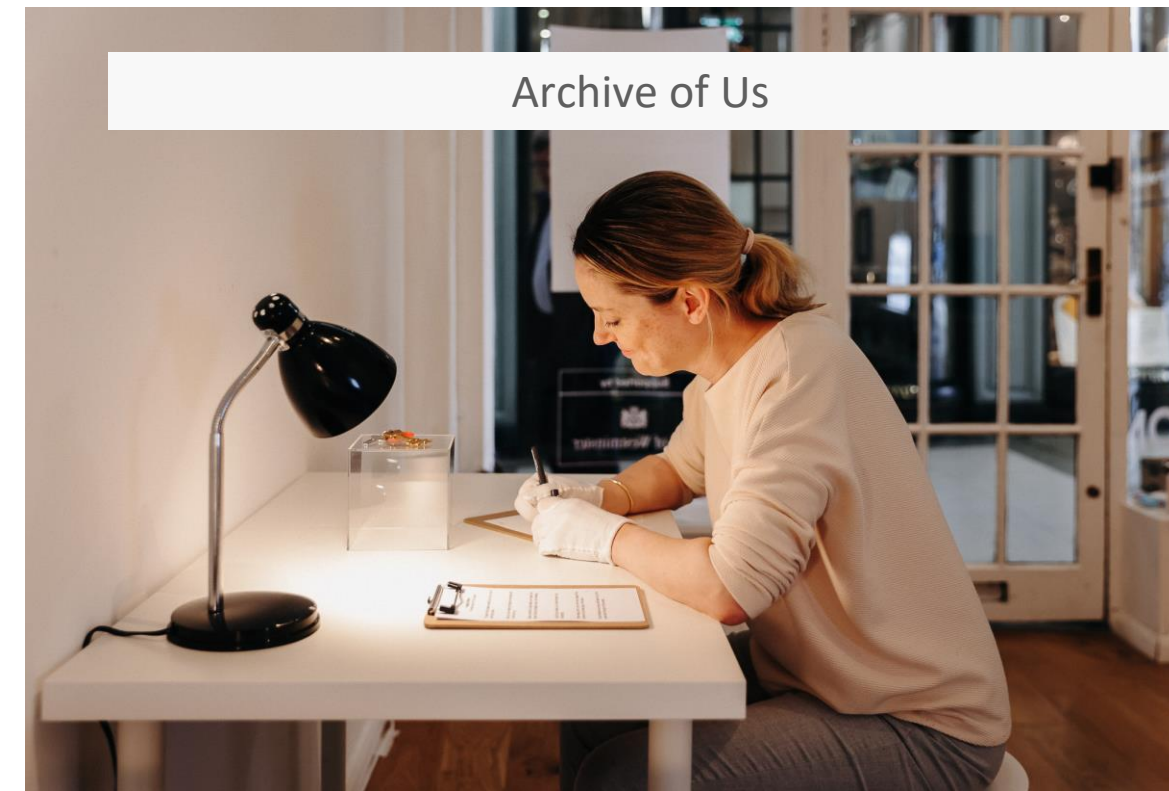
The screenshot shows the website for the Federation of Small Businesses (fsb). The header includes the logo, navigation links (Campaigns, Events, Join us, Knowledge), and buttons for 'Login', search, and social media. The main content area features a large heading 'Our Regional Winners'. Below this, the 'Greater London' section is highlighted, with a sub-heading 'Programme of Business Support | London Borough of Westminster'. The text describes the Westminster's Meanwhile Activations Programme as a curated programme of retail and cultural activations to enliven vacant premises and provide a unique opportunity for small businesses and artists to occupy rent and rate-free space in the West End. It mentions that Westminster City Council rapidly developed an innovative approach to secure vacant units, applied NNDR Localism Relief to remove rates liability, and that the first phase of activations featured emerging local and UK artists and cultural organisations. The second phase sought to attract up-and-coming local and UK-based entrepreneurs to deliver experiential retail – transforming larger vacant stores on Oxford and Regent Street into mini-department stores. To date, the programme has activated 12 void units and supported over 43 brands, emerging artists, social enterprises, and start-ups.

Phase 1

Leicester Sq. & Piccadilly

- 6 void units activated
- Tenancies up to 1 month
- Supported local artists and entrepreneurs

Phase 1 pop-ups explored themes based around arts & culture and were in theme with “Art of London” activities taking place in the area during Summer ‘21.



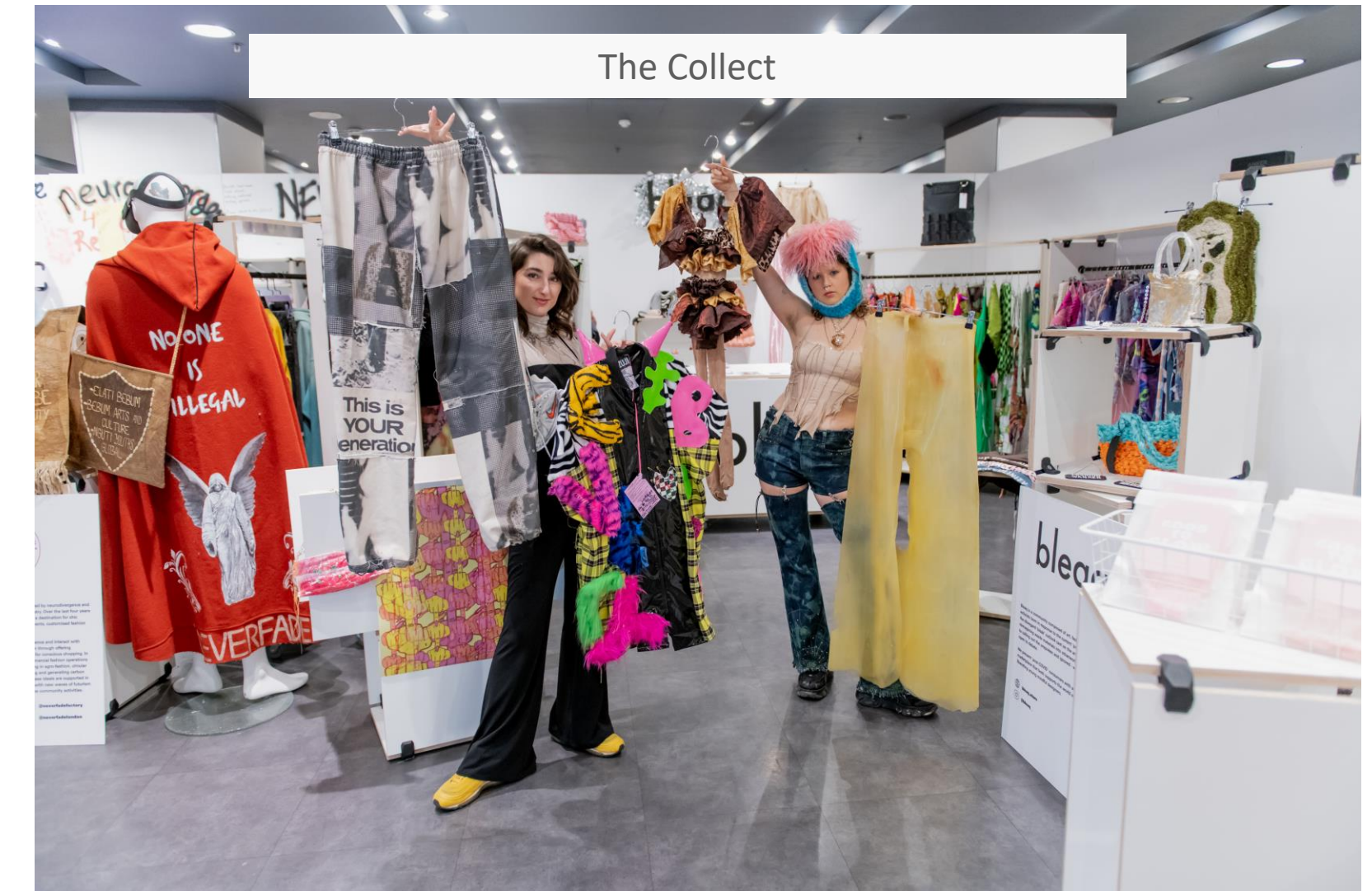
Phase 2

- 6 void units activated
- Tenancies up to 4 months
- Focus on experiential retail and supporting up-and-coming sustainable UK brands
- Created social value and employment opportunities
- Expanded project reach with global marketing and promotion plans

The Regent Street Edit & The Collect

The Regent Street Edit and The Collect represented the evolution of the programme and were both carefully curated projects with all participating brands underpinned by sustainability and ethical practice; providing an exciting, experiential retail experience for visitors.

We saw themes anchored around addressing environmental issues, pre-loved and vintage items, re-imagined waste materials, conscious shopping and "otherworldly non-binary pieces", to give just a few examples.



Case Study 1

**The Regent Street Edit
(88 Regent Street)
Sept 2021 – Dec 2021**

A curated brand mix bucking the “fast-fashion” trend.

The Regent St. Edit saw a total of 8 complementary fashion and wellness brands focussed around themes of sustainability all housed in a sustainably designed store.

They not only offered limited edition, made-to-order goods but gave a live window into their processes as well as giving consumers the opportunity to meet the founders.

Brand List: Petit Pli, Saywood Studios, 4969.rec, Lr.d, Butress & Snatch, Lab Tonica, The Good Neighbour, Diaphane Candles



Case Study 1

The Regent Street Edit continued

In the evenings, the store transformed into a space where the brands could host and invite audiences to topical events and workshops.



September 2021 - Vanish x BFC Generation Rewear Screening - highlighting change makers within sustainable fashion



CISL Fashion Innovator Reunion & Forum on Sustainability



Viola Jardon
Programme Manager of CISL



Dina Khalifa
CISL research fellow



Leanne Elliott-Young
CEO and Co-Founder of the IoDF



Ryan Mario Yasin
Founder and CEO, Petit Pli



Dulma Clark
Head of Livebarefoot Fund



Christian Layolle
Head of UK at The Mills Fabrica



Deborah Luffman
Product Director, Finisterre

October 2021 - CISL Fashion Innovator Forum – panel-led discussion on sustainability, innovation and climate change.

Media Coverage Examples

The Regent Street Edit








Sustainability focused fashion and wellness pop-up launches in Regent Street

TOM SHEARSMITH
CREATIVE DIRECTOR



REGENT STREET

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An exciting sustainable pop-up has opened on Regent Street

Take a stroll down Regent Street to discover something special this autumn. Introducing the Regent Street Edit at 88 Regent Street; a unique collection of six sustainability focussed brands from the local area.

You're invited to learn about sustainable fashion and discover a plethora of experiences as you move through each area of the concept store. Create your own clothing through upcycling and learn about the art of slow tailoring as you browse innovative designs from fashion brands including Saywood Studio, Lab



Regent Street sees six-brand fashion and wellness pop-up in time for LFW

It's been a busy period for stores with strong sustainability credentials opening in London. And joining the roster is a retail pop-up on Regent Street with a difference. It combines six independent brands founded in the local area and all championing sustainability.



Called 'The Regent Street Edit', the combined platform has been orchestrated by Westminster City Council (WCC), The Crown Estate and New West End Company (NWEC), which chose the six retailers following a competitive selection process. They include LR.D, Petit Pli, Lab Tonica, Saywood, Buttress & Snatch and 4649.REC who will share the space until 31 October, opening seven days a week.

The timing of the Regent Street Edit also coincides with London Fashion Week and NWEC's own sustainable fashion month.

<https://uk.fashionnetwork.com/news/Regent-street-sees-six-brand-fashion-and-wellness-pop-up-in-time-for-lfw,1332786.html>

<https://www.theindustry.fashion/sustainability-focused-fashion-and-wellness-pop-up-launches-in-regent-street/>

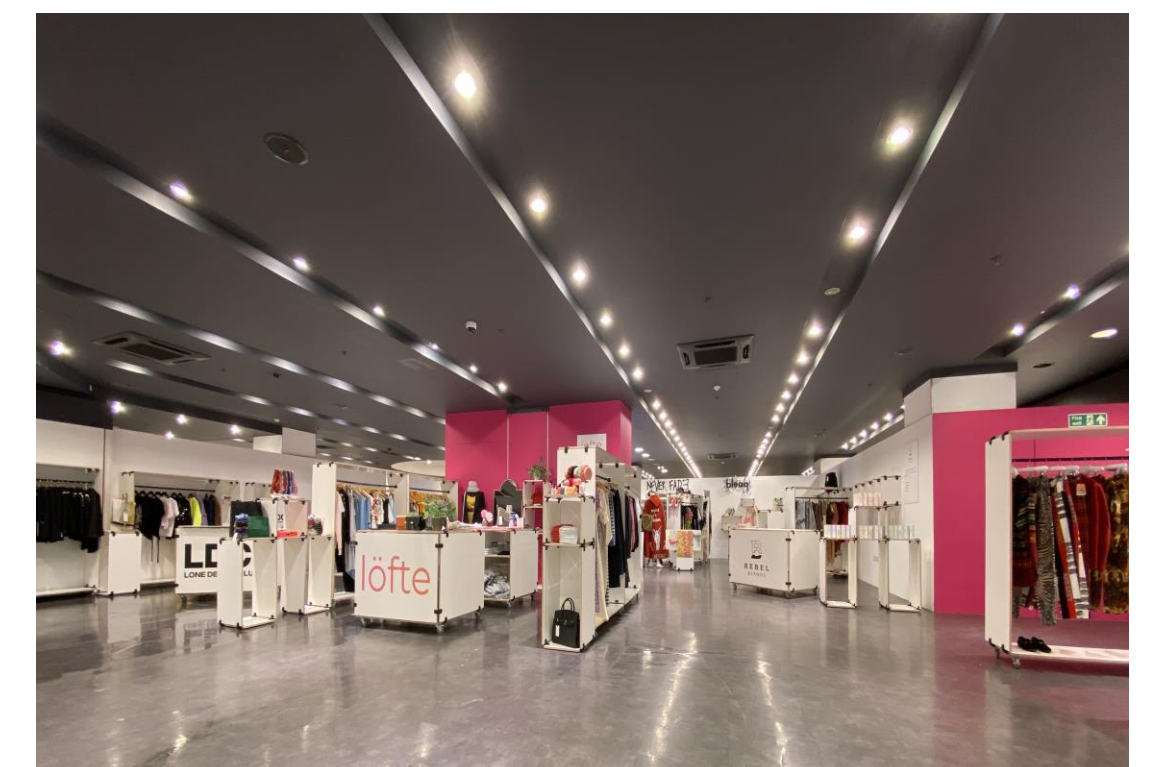
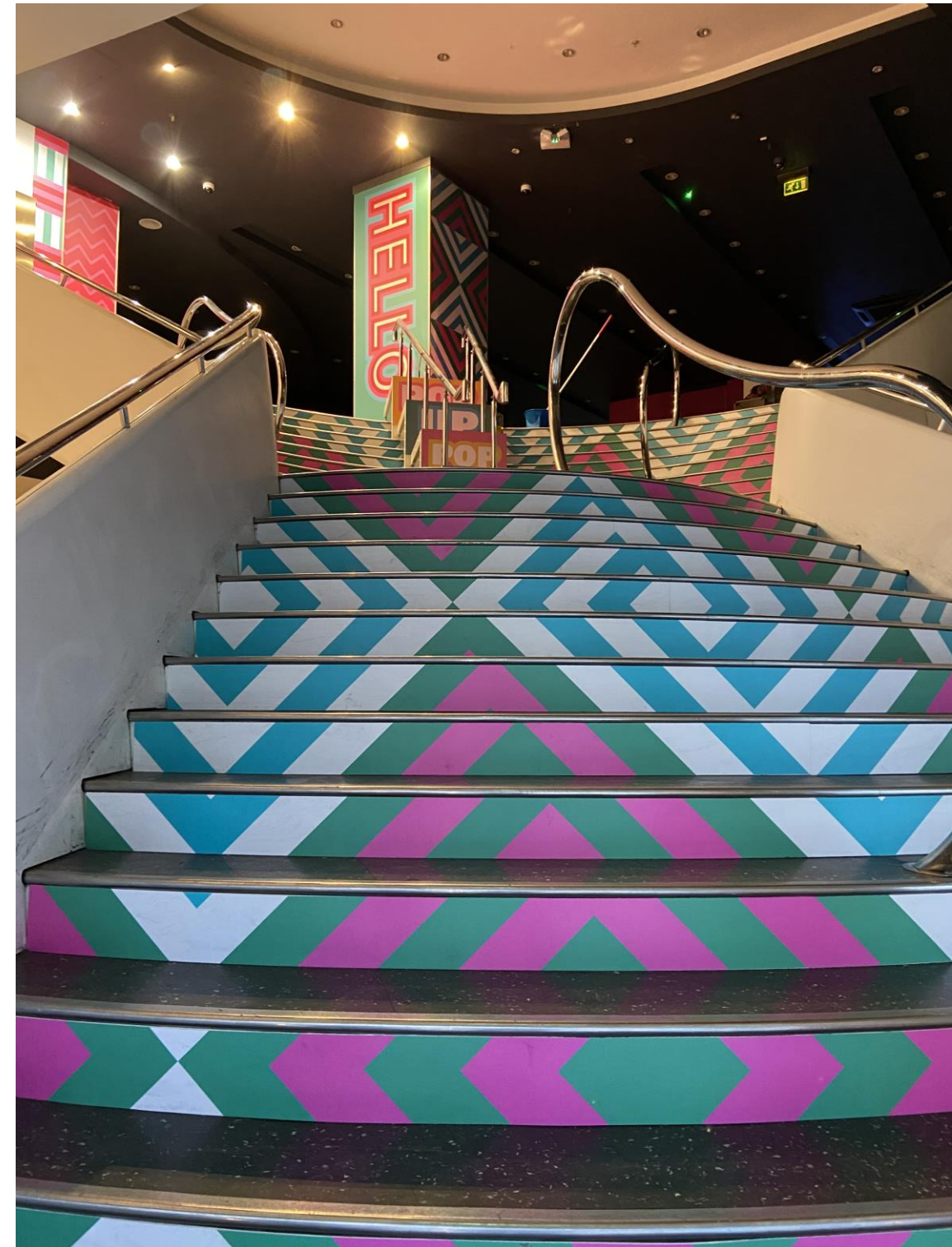
Case Study 2

The Collect
(500 Oxford Street)
Nov 2021 – Jan 2022

The Collect incorporated 9 outspoken brands who use design as a tool to address social, political and environmental issues.

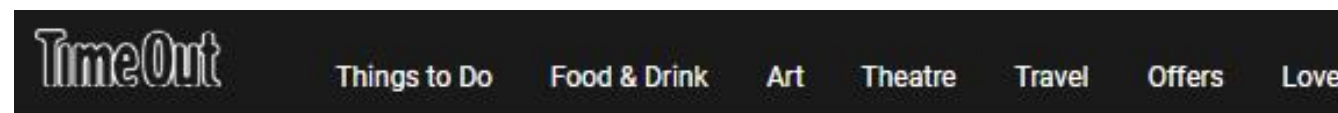
The community, composed of artists, fashion designers and activists showcased gender-neutral and empowering pieces and used the opportunity to run workshops and open the debate around fashion, sustainability and equality.

Brand List: Carson Parkin-Fairley, Loop Generation, Archive Six Vintage, Lofte, Moonlight Motel, Rebel Blends, Lone Design Club, Bleaq, Never Fade Factory



Media Coverage Examples

The Collect



The Collect Sustainable Pop-Up Store

Shopping, Markets and fairs



The Collect

Buy ticket

Time Out says

Revamp your wardrobe at The Collect, London's newest pop-up shop taking over vacant retail space on Oxford Street. Discover eight emerging brands, all bound together by their passion for sustainability and inclusivity, each using design as a tool to inspire change. Support local creative talent and explore designs by [Archive Six](#), [Bleaq](#), [Moonlight Motel](#), [Löfte](#), [Lone Design Club](#), [Loop Generation](#), [Never Fade Factory](#) and [Rebel Blends](#) at 500 Oxford Street until January 26.

Written by [Ellie Muir](#) Thursday 6 January 2022



4. Shop sustainably in the West End

Stop by The Collect pop-up concept store on Oxford Street to browse the quirky collections of eight emerging independent brands, from female-owned Archive Six which specialises in second-hand clothes and vintage items, to one-of-a-kind pieces from Lone Design Club and sustainable beauty products from Rebel Blends. Support local businesses and up-and-coming entrepreneurs as they encourage consumers to change their shopping attitudes and behaviours. Don't miss the vibrant installation by artist Carson Parkin-Fairley at the entrance.



RETAIL

What Role Do Independent Retailers Play In Driving Footfall?

Catherine Erdly Contributor @
Small business retail expert and founder of The Resilient Retail Club

Dec 6, 2021, 10:24am EST



With footfall being slow to recover in key retail districts, can independent retailers and pop-ups ... [+]
PHOTO CREDIT BLEAQ, WINDOW DISPLAY AND MODEL - CARSON PARKIN-FAIRLEY, VIN ROCKINS

The traditional high street has been changing for many years, with the pandemic accelerating the pace of change. Bricks and mortar shops, especially big retailers and department stores, are having to rethink what the high street looks and feels like today.

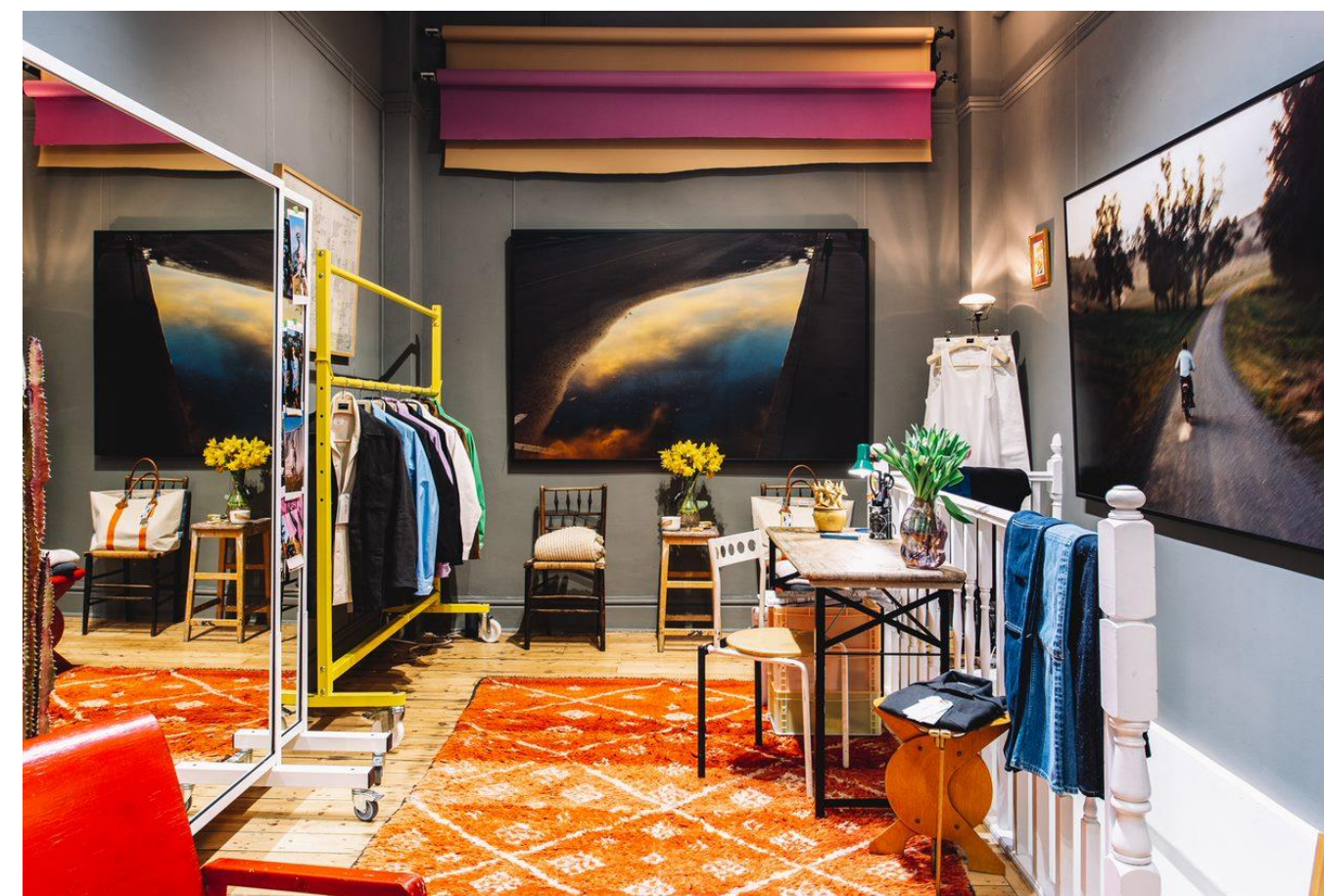
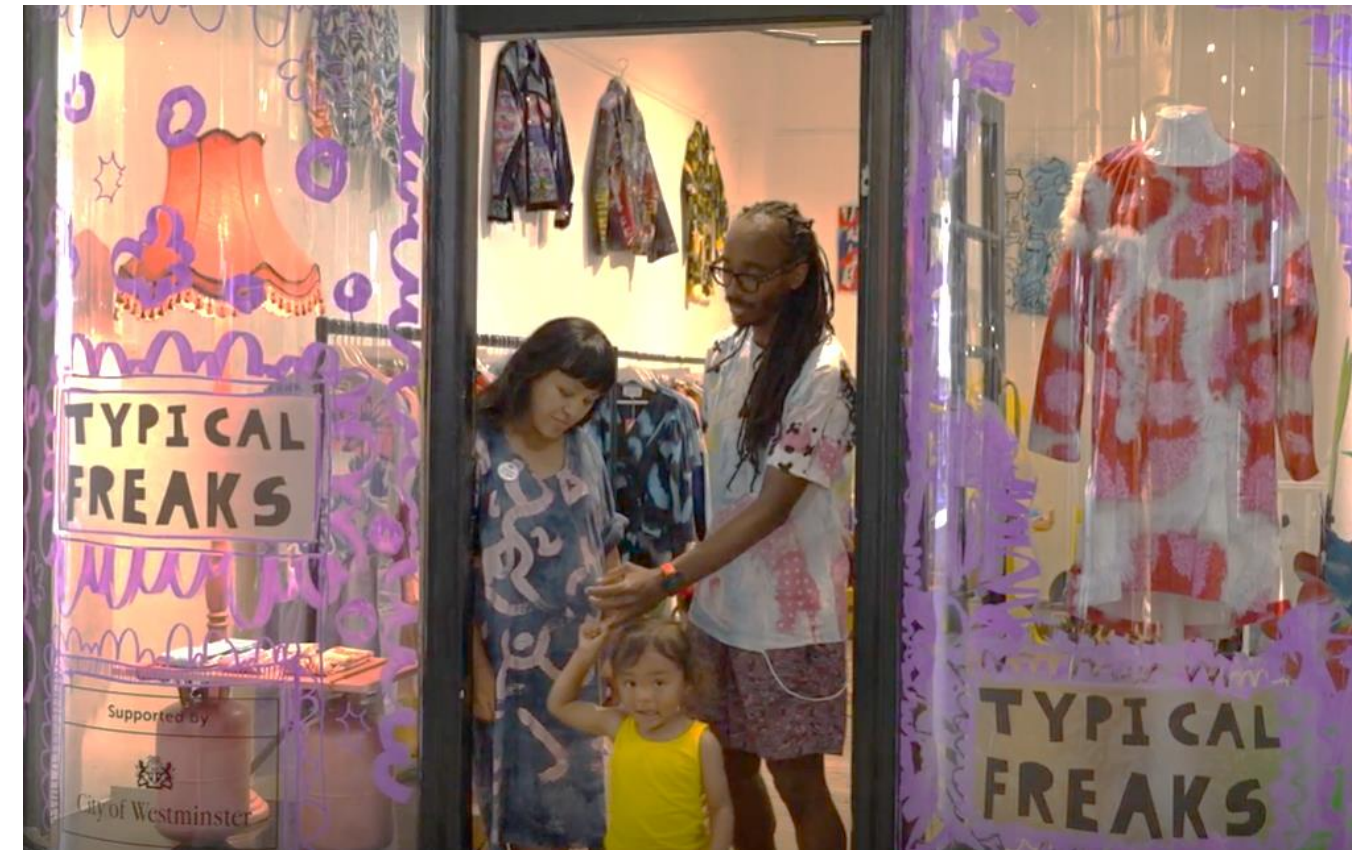
Case Study 3

12 | 12
(12 Piccadilly Arcade)
Jan 2022 – Dec 2022

12|12 represented a living laboratory, a working studio and a hive of activity for a new and exciting brand each month.

The unit acted as a revolving and evolving space showcasing 12 separate and unique start-ups who are masters of their respective craft and are re-inventing the wheel – merging innovation, science, technology, culture, fashion and people.

Brand List: L SAHA, LEJ London, Lone Design Club, CQ Studio, Angie Power, Supernaturae, TSAU, Typical Freaks, Clio Peppiatt, Hagen Hinderdael, Hood London, George Trochopoulos



Media Coverage Examples

12 | 12



FEEDING THE CURIOUS SINCE 2010



12 PICCADILLY ARCADE

What's On

Westminster City Council has taken over unit 12 in Piccadilly Arcade and turned it into a pop-up boutique, where a range of emerging and indie brands across sustainable fashion and homeware are able to take up residence, using it as a shop, working studio and living lab. You'll be able to check out the likes of Lone Design Club, Angie Power, CQ Studio, L Saha, TSAU and Supernaturae, with more brands still to be announced.

WEBSITE UNTIL DECEMBER 2022 12 PICCADILLY ARCADE, LONDON SW1Y 6NH, UK
APRIL 11, 2022 BY LOTI



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Westminster Council opens pop-up for emerging independent businesses



Image: 12 Piccadilly Arcade

RETAIL

By Danielle Wightman-Stone
11 Apr 2022



Westminster City Council is teaming up with Heart of London Business Alliance, GPE, and Appear Here to open a pop-up boutique for 12 emerging independent businesses to "give them the opportunity to be part of the West End's retail offer".



The Edit: The Best Things to do in London This Weekend

Shop the Clio Peppiatt Pop-Up at 12 Piccadilly Arcade

Piccadilly

Throughout September



Clio Peppiatt's stunning designs will be available to ogle (and buy, if you're looking to treat yourself) in London throughout September at the new 12 Piccadilly Arcade pop-up.

Case Study 4

The Good Store
(23-25 & 27 South Molton Street)
Jun 2022 – Dec 2022

The Good Store at South Molton Street was an exciting new retail concept: a sustainable department store, bringing sustainable options to a mainstream audience to create a premium experience with a new approach to retail on the high street, the first of its kind in the UK.

Everything sold was either a sustainable/circular alternative, re-used/refurbished product or a service to support more sustainable lifestyles.





City of Westminster

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westminster.gov.uk/fairer-westminster
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