

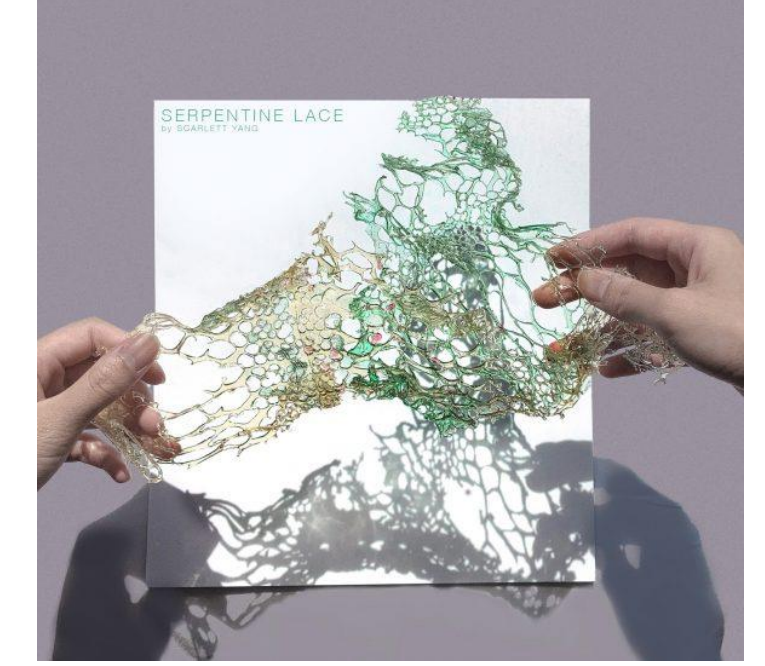
Meanwhile Activations Programme

Appendix B - Phase 3 Activation Concepts and Financial Model

Activation Concepts

Invention & Production Spaces

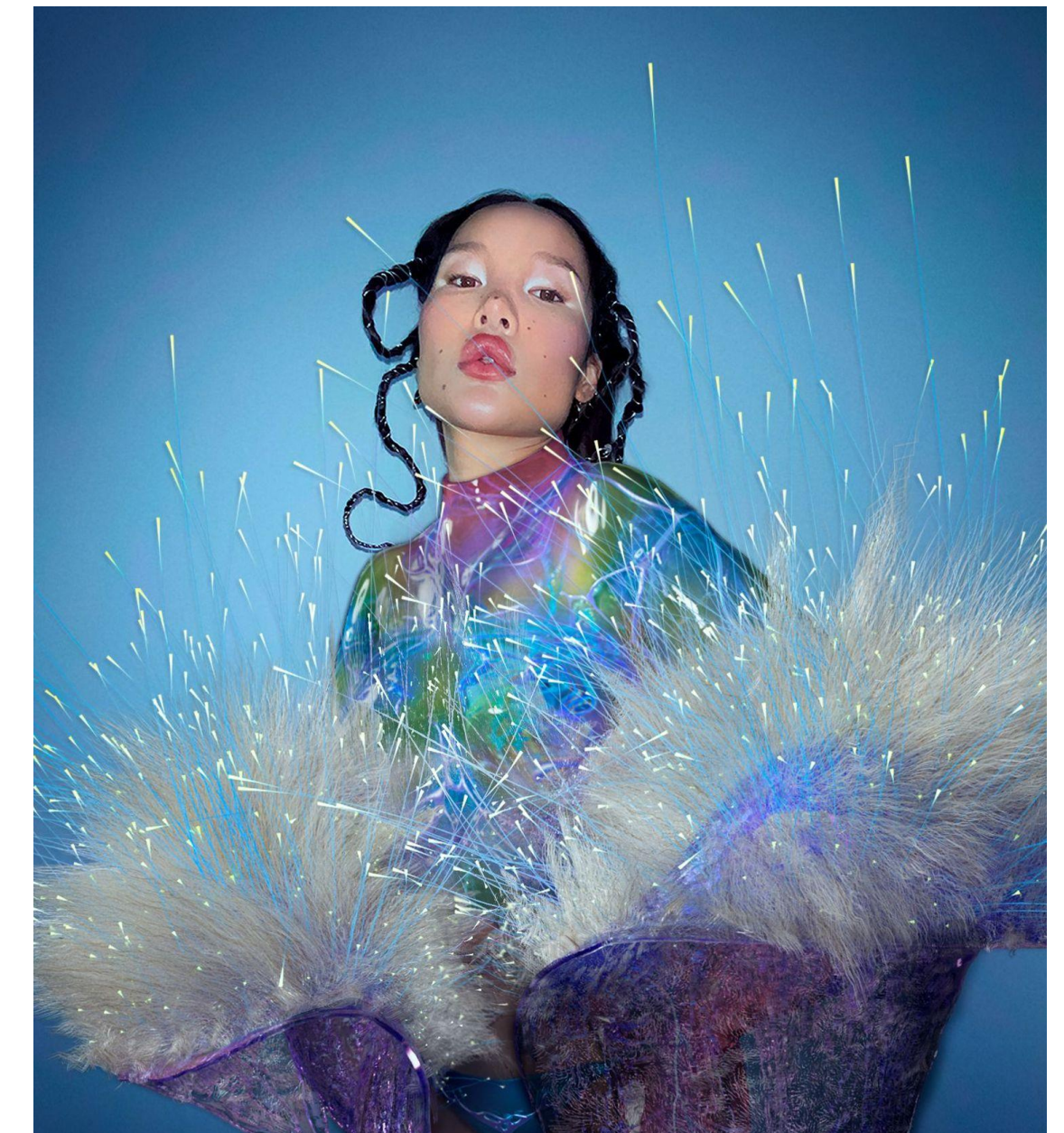
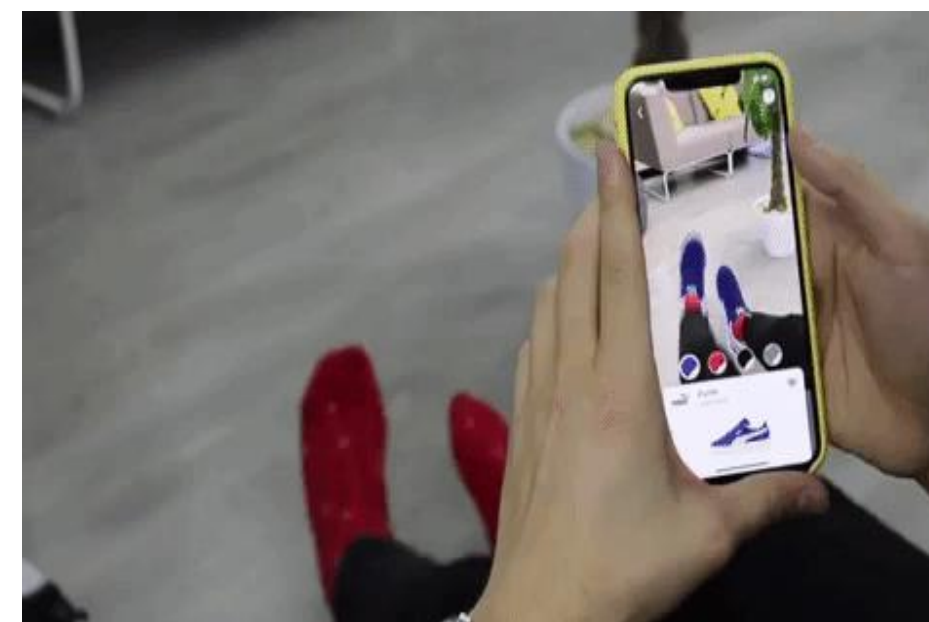
- Turning units into a highly creative, experimental, and futuristic hive of activity, where the consumer journey becomes a visual and tangible experience on advanced methods of design, manufacturing and fabrication. These spaces will give visitors an insight into the full production chain enabling them to buy the goods created on site in front of a live audience.
- Brands will be on the pulse of research, innovative creation, and invention, giving consumers insight into their processes, linking design, science, prototyping, sampling through to end products.



Activation Concepts

Intersection Spaces

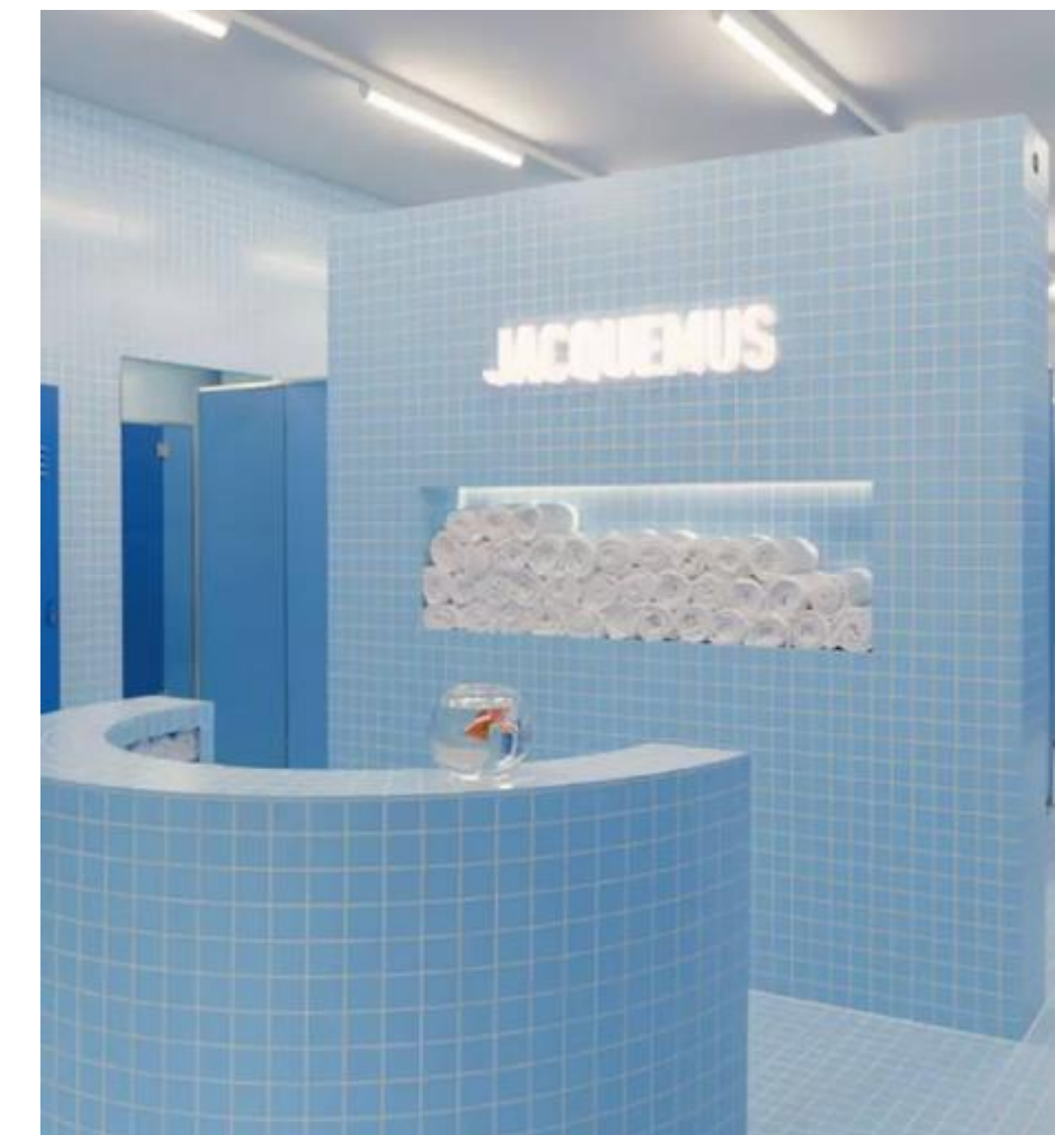
- These cutting-edge spaces blur the boundaries between reality and the metaverse by combining digital fashion and virtual design with physical production; whilst incorporating immersive experiences and technologies such as augmented or virtual reality.
- Digital native brands will be able to showcase and sell digital pieces with the opportunity to create physical products on-site to help consumers delve into the concept as well as having something physical to relate to.
- These spaces will speak to and accommodate multiple generations, invoking curiosity into the future and the possibilities available to them now. They will perform as platforms where the virtual realm meets the consumer, inviting them to explore physical spaces that perform also as virtual showrooms where they can interact and transact.



Activation Concepts

Hyperphysical Experiences

- Hyperphysical settings aim to rethink the purpose of brick-and-mortar stores and appeal to the senses by elevating the in-store experience via the creation of powerful multi-sensory experiences around a brand's concept. Developed by experiential businesses who transact through retail and/or by brands who are looking to solidify their presence; these stores will perform as beautiful backdrop/playgrounds where people can socialise, shop, have fun and share their experience.
- A destination where technology, art, commerce and creativity confluence to engage with visitors, making them want to spend their time in these spaces and create lasting memories.



Activation Concepts

Practised Places

- These spaces are designed for like-minded individuals and organisations to work in close proximity and co-design participatory experiences. A place where socialising becomes a form of brand engagement and the perfect arena to give life to projects and extend their message whilst sharing different points of view.
- A much more interactive workshop, where people can gather, participate, enjoy an experience and purchase items. These spaces will create an ecosystem that supports entrepreneurial innovation whilst fostering encounters between individuals and groups via the creation of communal experiences that combine workshops, installations, talks and participatory exhibitions to improve the way in which people from different backgrounds communicate and interact.



Space Categories

Microcities (up to 10,000 sq. ft.): 10+ brands/services/activities

Multilevel spaces that enable customers to meet most of their needs under the same roof by making accessible services and spaces that the area lacks such as activity rooms, dedicated play-tail areas and hangout hubs.

Concept Stores (4,000 sq. ft.): 6 brands

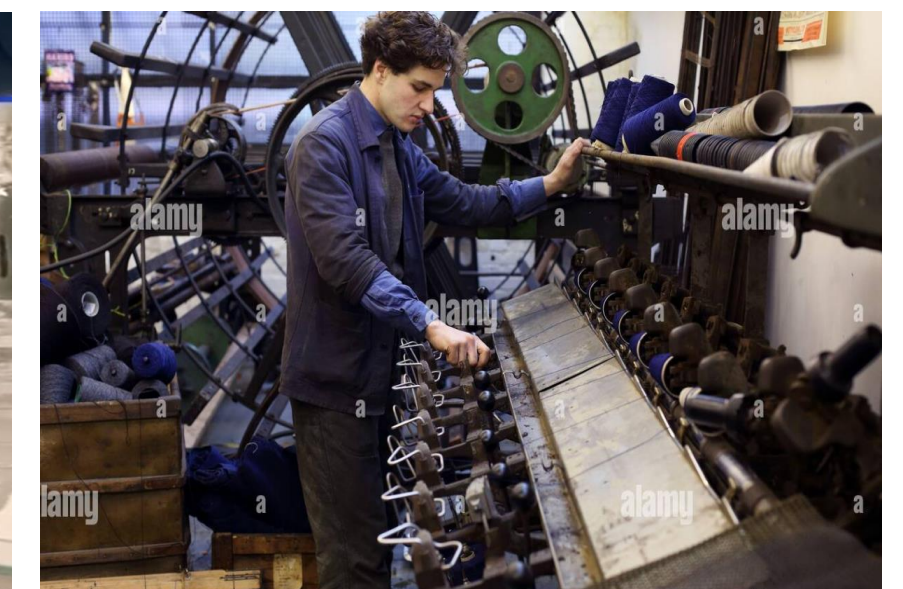
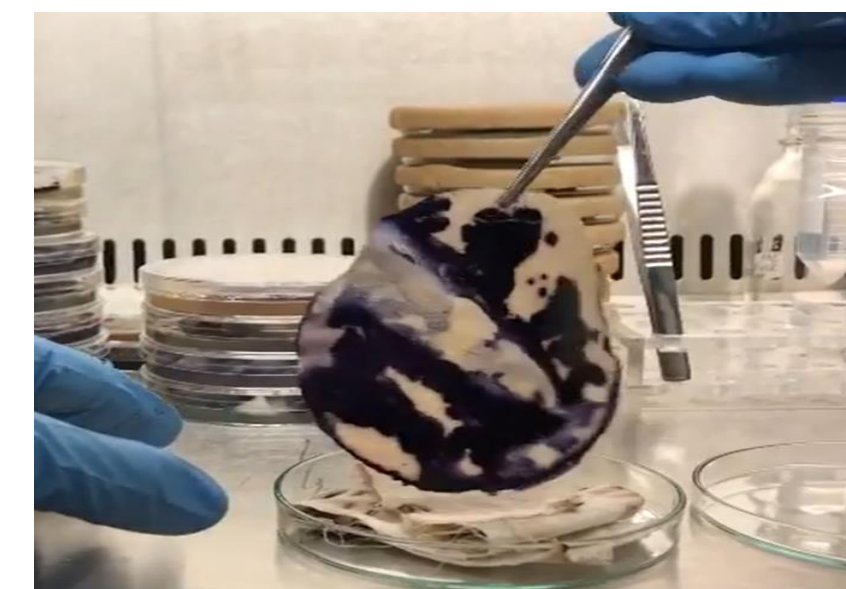
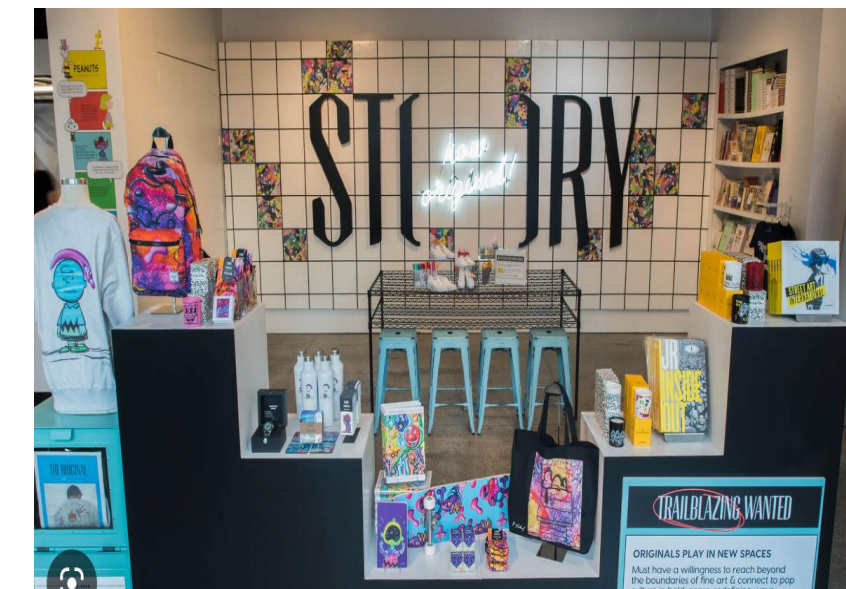
A place for brand interactions that features an eclectic mix of designers who share a mission, all convening to tell a story to appeal a specific target audience. A highly curated space where design, material, performative, and technological qualities envelop visitors within a particular concept.

Design Labs (2,000 sq. ft.): 3 brands

Cluster of brands with a strong focus around invention that work together to develop more efficient/cleaner design processes. These spaces will showcase the production chain through its different phases.

Concept Boutiques (500 sq. ft.): Single tenancy

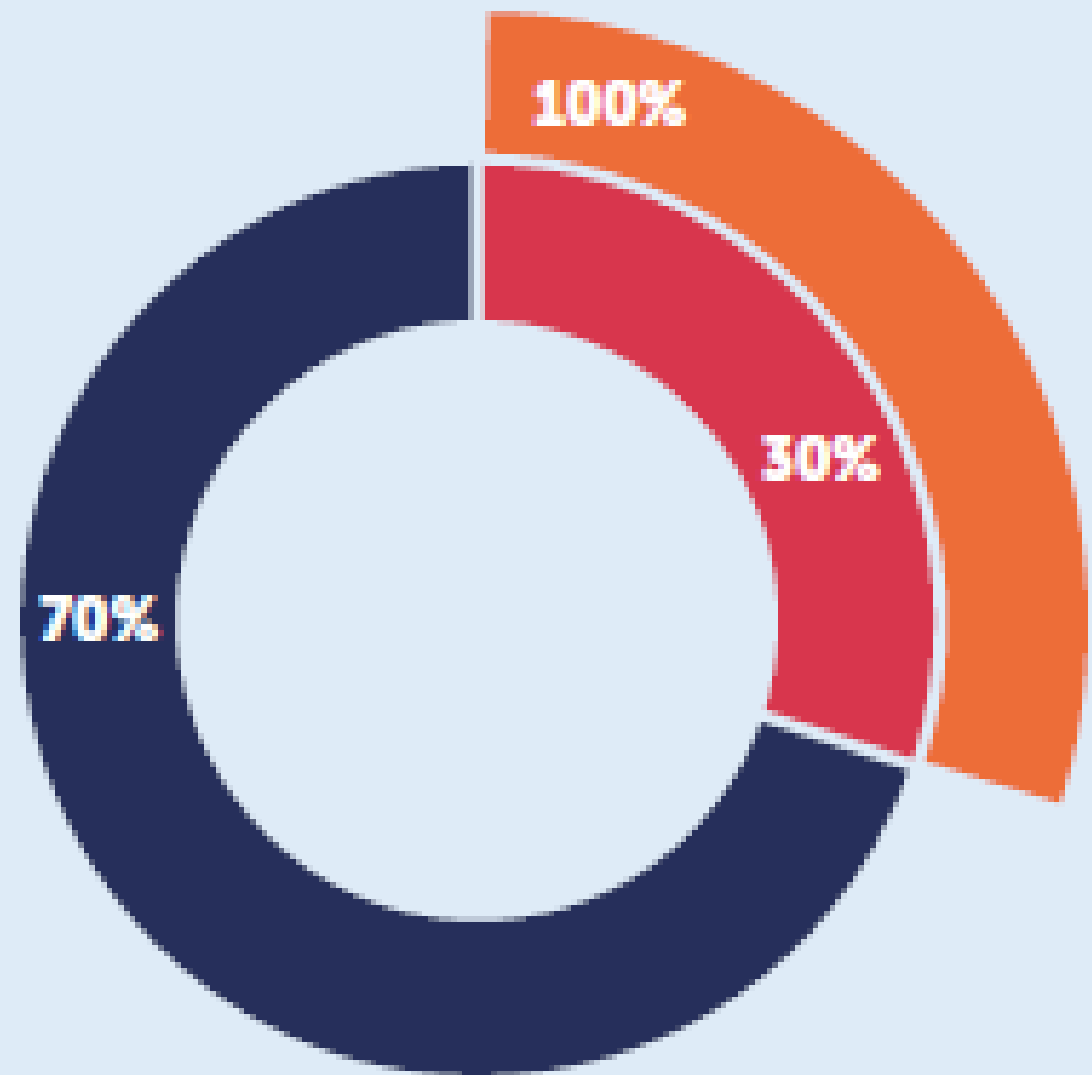
Spaces for emerging brands which are changing the way we shop by offering unique instore experiences and services. These boutiques have a strong visual identity and a selection of goods to evoke a particular lifestyle.



Financial Model

Non-listed buildings currently in occupation

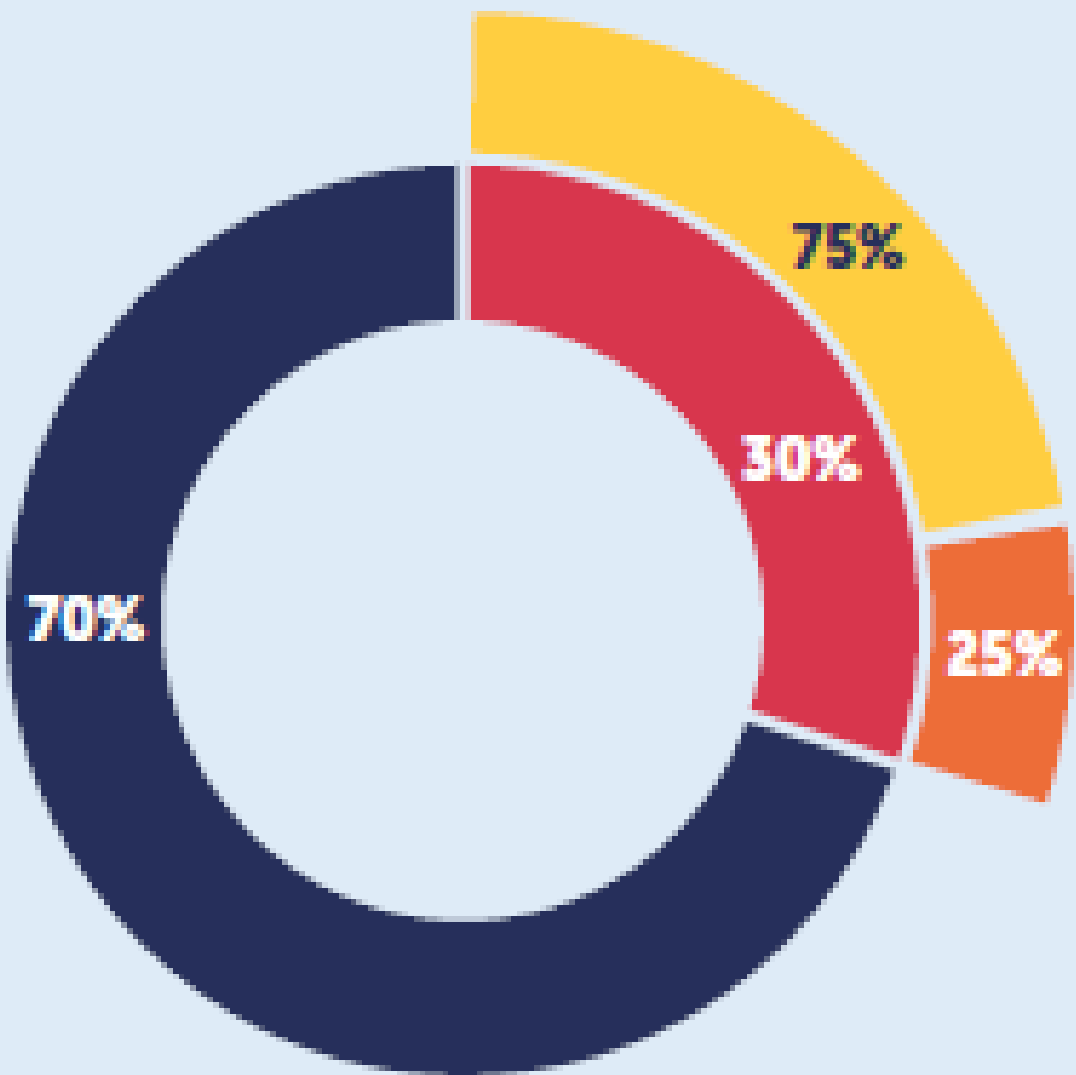
More established brands will assume 100% of the 30% rates liability.



- Rates liability
- NNDR Localism Relief
- Property Owners
- Brands

Non-listed buildings currently empty

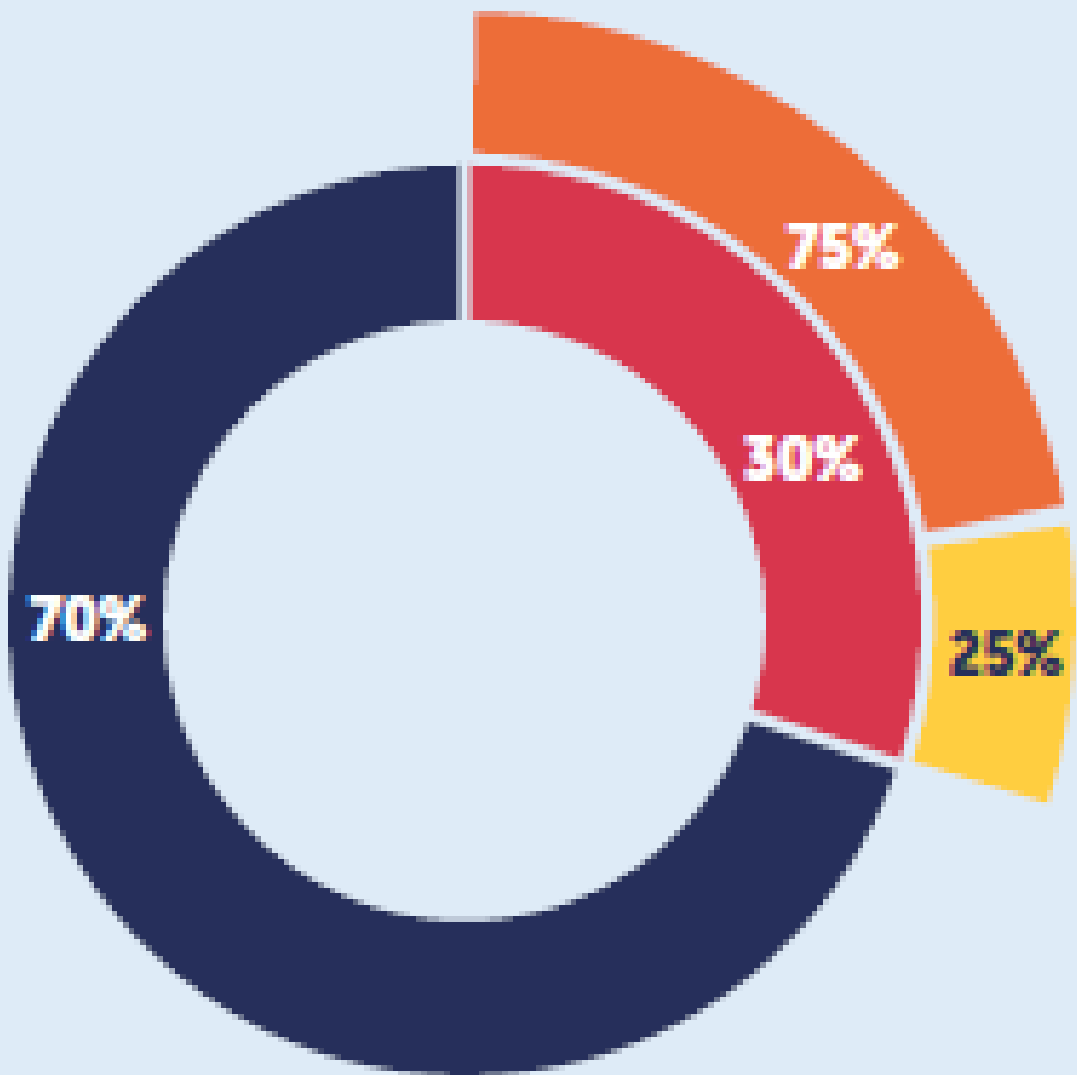
Of the 30% payable, property owners will assume 75%, with up-and-coming brands covering the remaining 25%.



- Rates liability
- NNDR Localism Relief
- Property Owners
- Brands

Listed buildings

Of the 30% payable, property owners will assume 25%, with up-and-coming brands covering the remaining 75%.



- Rates liability
- NNDR Localism Relief
- Brands
- Property Owners



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