

## Appendix C

### Benefits realisation

#### Case Study 1: Creating a pipeline of local businesses.

One of the original aims of the voids activation and pop-up project was to allow up-and-coming brands who would not have had the capital to be able to operate from high profile locations in their infancy to benefit from a rate and rent-free period to trade and test their business' viability. As a direct result of the project, we have enjoyed success in creating a pipeline of local businesses with 4 brands now looking to expand and find a home within the West End after their tenancies.

Petit Pli and Lab Tonica looked to make the most of the opportunity afforded and navigated the challenges associated with running a shared space at 88 Regent Street with differing models, coming out as the highest sales performers from the store.

Petit Pli made use of their unique product range, cutting-edge design, online following and industry connections to create networking opportunities and events to maximise their offer and attract footfall. Since ceasing trading in what was their first physical location, Petit Pli have embarked on using their learnings from the experience to launch a bid for what will become their flagship store on Chiltern Street, Marylebone.

Lab Tonica honed in on the success of their sensory retail experience and price point to generate the most sales of all tenants at 88 Regent Street. The founder & owner of Lab Tonica, Kitty McEntee, used store specific limited-edition items to attract footfall and reached out to local residents and businesses with strategically timed offers. Their products are now stocked in Selfridges on Oxford Street including many other shops, hotels and cafes around the UK.

Lab Tonica are now looking at growing their business in Westminster. The Crown Estate are keen to support further by looking into an accommodating and tiered financial model and the formation of a support lifecycle for brands following this particular route into the West End.

Never Fade Factory, by nature, pride themselves on enterprise and influence. The collective used their pitch at the experimental 500 Oxford Street to test ideas with on-site workshops, talks on trends and fashion-based events and were one of the highest performing brands during an Omicron disrupted 2-month period of trading. Their passion for keeping abreast of the latest innovations, inclusivity, a collaborative and educational approach shone through and their tenancy at 500 Oxford Street inspired the decision to source a base for current and future ventures. Their CEO is now in conversations with our Investment Service to secure a location in Westminster.

L.Saha used their award-winning niche product range, process and retail experience to come away from their 2-month tenancy at Piccadilly Arcade and go directly into negotiations with Great Portland Estates on finding a permanent home for the brand.

#### Case Study 2: The Collect - Exploring alternative business models and mixed used facilities.

The Collect at 500 Oxford Street proved a unique proposition in that success impinged on creative use of a difficult space to navigate with limited visibility. This resulted in a multi-faceted approach to the designation of space, using design as a technique to embolden and direct consumers.

The chosen approach looked at using an on-site artist with bold artwork to enliven the ground floor, pique the interest of passers-by, and direct them to the activity of the 8 separate retail brands located on the first floor.

This mixed-use approach allowed the space to offer something different to the high street, successfully blending culture and retail to attract a broader audience and communicate a powerful message to consumers whilst in a location synonymous with fast-fashion behemoths such as Primark.

The Collect now opens the conversation into re-thinking business models to consider flexible approaches to a space, evolving from static models to something more fluid which is relevant to the area and meets the needs of more diverse audiences.

### **Case Study 3: The Good Store - Social Value.**

As a concept, The Good Store will be providing a far-reaching social value to local businesses, residents, the borough and beyond. From the offset, The Good Store have worked with Westminster Employment Service and prioritised Westminster residents for in-store managerial and sales assistant position, with x3 Kickstarter roles ring-fenced for Westminster residents.

As part of the offering, Groundwork will be looking to continually source and reach out to local, sustainable businesses to host and stock within the store. The premise is to act as a hub of activity in a high-footfall area with product designation, dedicated space for businesses who provide a service and hybrid spaces for companies who can provide an on-site demonstration and referral service, such as Westminster Wheels or Rework, who both encompass social value through training programmes and opportunities.

### **Case Study 4: Culture and entertainment as a driver of footfall and spend booster.**

Coming at an opportunistic moment, 'Take a Moment' will look to take advantage of the world returning to a form of normality after a socially isolating and mentally challenging pandemic for many by launching a huge, celebrity endorsed campaign in Piccadilly Circus, one of the busiest intersections in the world.

The campaign will run over the course of a month, with a high-impact and high-profile promotional campaign on the Piccadilly Lights accompanied by public engagement activity in the form of an exhibition and gallery below.

The far-reaching announcement of the evolution of the already established mental health campaign and subsequent online social rollout will attempt to encourage active participation and drive footfall as 'Take a Moment' offers the public the chance to be included as part of the display on the Piccadilly Lights.

The involvement and appearance of celebrity photographer Ray Burmiston is a driver in itself, creating a prominent link between the public and celebrity names whilst also addressing the need for greater involvement in practices which better mental health, a topic which continues to dominate.

**Case Study 5: Clean Power pop-up & flag campaign - improving the attractiveness of the West End with marketing and promotion.**

Partnering with Togetherband will see the West End serve as the base for Clean Power's global movement, the biggest series of interconnected artworks ever produced, spanning cityscapes all over the world with the aim of spreading a united, vital message informing of the need for cleaner, renewable energy in the fight against climate change.

The movement pushes the boundaries on what can be achieved in the public realm, moving beyond a physical and educational location into a prominent and vocal campaign using London's world renown and iconic locations to drive home their message, inevitably attracting footfall into the area for a glimpse and photo of the incredible display, akin to the Christmas lights.

**Case Study 6: 12 Piccadilly Arcade - supporting the creation of experiential highstreets.**

12 Piccadilly Arcade will act as a revolving and evolving space showcasing 12 separate and unique start-ups who are masters of their respective craft and are reinventing the wheel - merging innovation, science, technology, culture and people.

The space will be a living laboratory, a working studio and a hive of activity for a new and exciting brand each month, all focused on providing a window into and offering the opportunity to speak on the process behind their sustainable practices and hand-made offerings, incorporating the customer into the story.

As established with prior activations, the experiential element adds another dimension to the shopping experience, engaging and bringing the public closer to the people and processes behind their purchases.

**Case Study 7: 88 Regent Street - adding value to the shopping experience and giving visitors a reason to visit the West End.**

Customers to The Regent Street Edit highlighted their preference for and the importance of having services or experiences which cannot be obtained online, singling out praise for the bespoke customisation provided by 4649.REC, which allowed for on-site customisation at point of purchase.

As mentioned previously, Lab Tonica worked creatively to provide customers with products that could not be purchased online or anywhere else by creating limited edition items that were only sold at The Regent Street Edit.

Buttress & Snatch reported to have had many of their customers make special trips in to see them from all over the country. One of their favourite stories is of an 87-year-old customer on a short trip from the US who bought a lingerie set they had seen displayed in the window and asked to have it made to measure. The set was made, fitted, and adjusted for her to pick up just in time for her journey home.

Petit Pli in particular helped diversify the overall offer not only in-store but in the surrounding area in the evenings, using the space to host networking events and panel talks on issues around innovation and sustainability.