



activate

WORKMAN PLACEMAKING

Regenerate. Repurpose. Enliven
activateplaces.co.uk



The Activate **story** so far...



Launched in 2019, as a new Placemaking team within Workman LLP



Combined 35+ years experience in placemaking, destination marketing, events, meanwhile & temporary uses and market operations for private and public sector



Placemaking consultancy advice on **5m sq.ft of schemes since 2019**



Destination marketing services now being provided across **20+ locations across the UK**



Grown to team of 6 with breadth of placemaking consultancy, community events and digital marketing expertise.



Andrew Sparrow

Placemaking Director

Advises clients on commercially viable solutions for transforming spaces into destinations that deliver dynamic visitor experiences.



Esther Worboys

Placemaking Manager

Experienced in working with multiple stakeholders in managing town centre projects and nominated expert of High Streets Task Force.



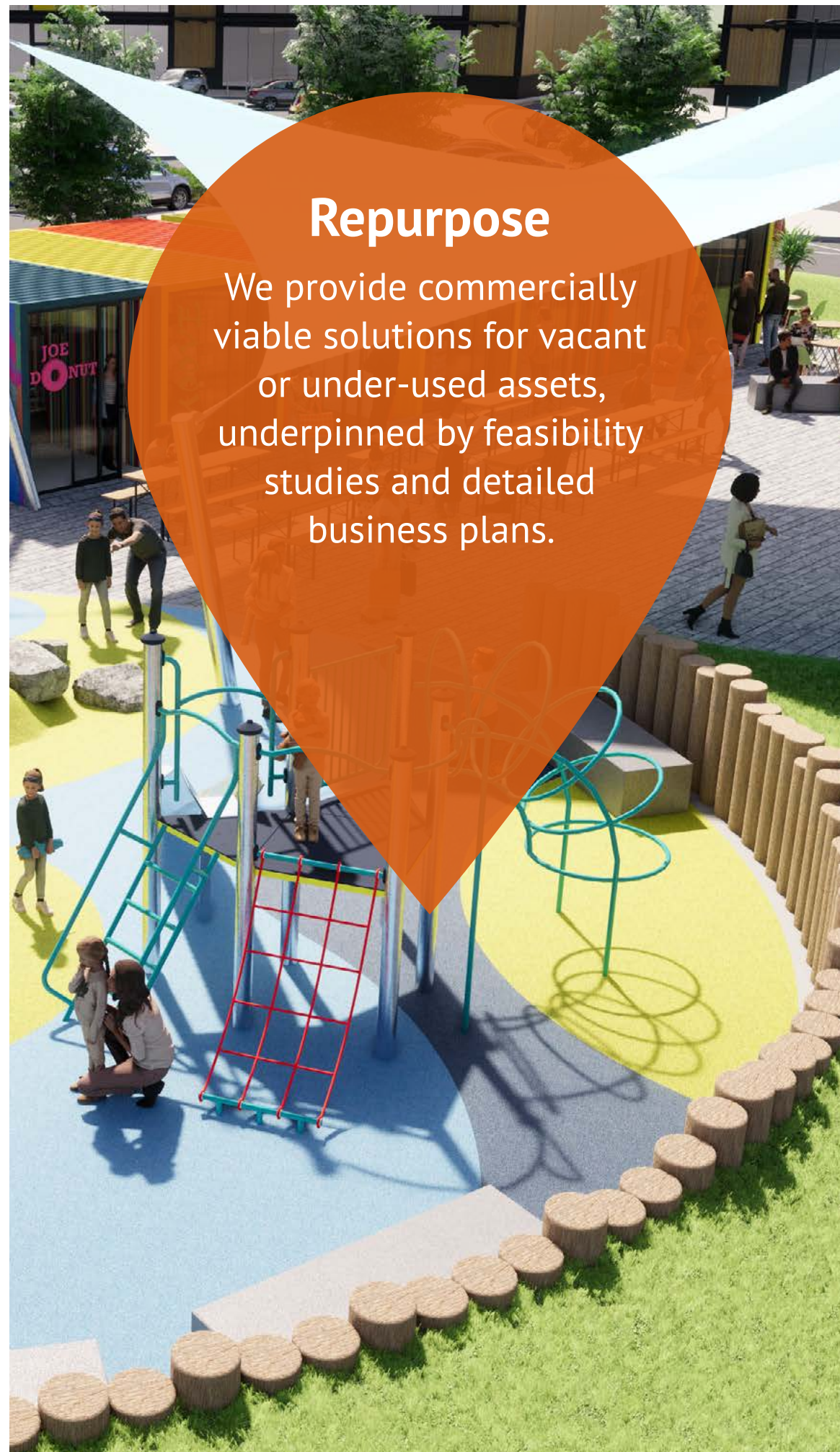
Regenerate

Using local research and insights to advise developers and local authorities on town centre master planning and repositioning.



Repurpose

We provide commercially viable solutions for vacant or under-used assets, underpinned by feasibility studies and detailed business plans.



Enliven

We bring placemaking strategies alive through the curation of meanwhile uses, markets, pop-up retail, activities and events, as well as delivering a full destination marketing service.



Bringing **assets** alive

Retail & Leisure

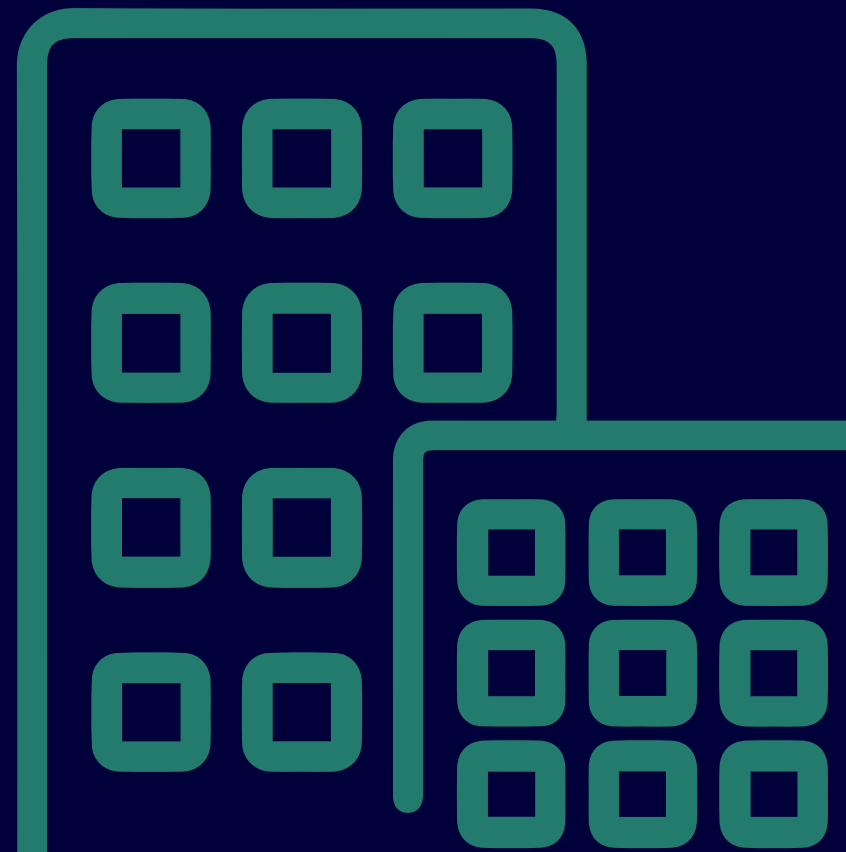
- Strategic & operational advice for town centre **regeneration** and masterplanning projects
- Concepts & delivery of new retail & leisure uses to **repurpose** units
- Place & Meanwhile use strategies to **enliven** town centre, development and mixed use schemes
- Specialist **business & operational planning** for markets, food halls and mixed use developments
- Repositioning and launch of retail assets including; branding, leasing advice, stakeholder engagement and **destination marketing**.



Bringing **assets** alive

Offices & Business Parks

- **Occupier engagement** to define customer experience and amenity provision
- **Competitor benchmarking** to understand wider industry trends
- Supplier review to assess service quality, value and customer experience delivery
- Community engagement to maximise **social value** impact of assets
- Development of site teams to ensure quality of **customer experience** delivery
- Management of **events programmes**, onsite animations and wellness activities
- **Destination branding** & marketing.



The value of placemaking



Maximise
occupancy levels



Support
retention levels



Drive
property footfall



Increase
customer satisfaction



Mitigate
rates liabilities



Research
opportunities for
alternative uses



Decrease
number of void units



Strengthen
connection between
owners, occupiers and
the local community



Reduce
costs through
procurement
efficiencies



Achieve
GRESB benchmarking -
'Community Actions' now
a key scoring criteria

Regenerate

Recent projects



Business planning
and leasing advice for
market relocation

Developed a master
plan for new retail and
leisure uses as part of a
town centre mixed use
regeneration scheme

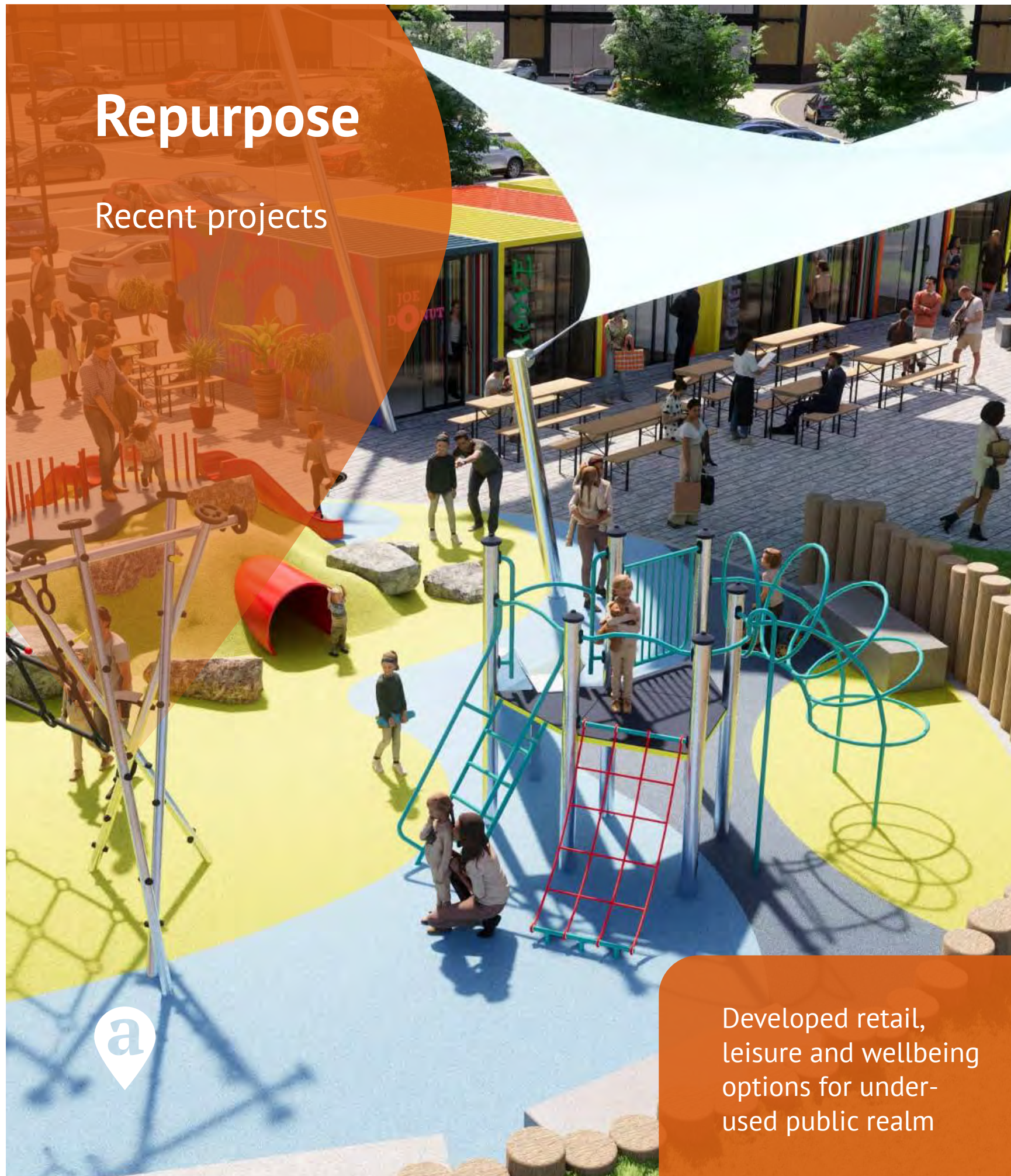


Advised local authority on
market relocation as part of
town centre strategy



Repurpose

Recent projects



Developed retail, leisure and wellbeing options for under-used public realm

Local stakeholder research and feasibility study to develop F&B offer of shopping centre

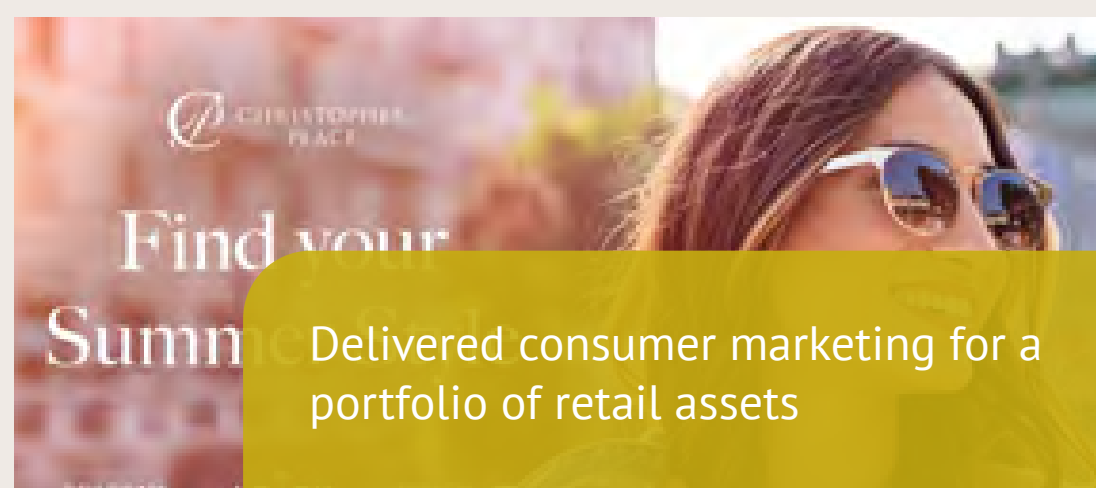


Created business plan for local developer for creation of new food hall



Enliven

Recent projects



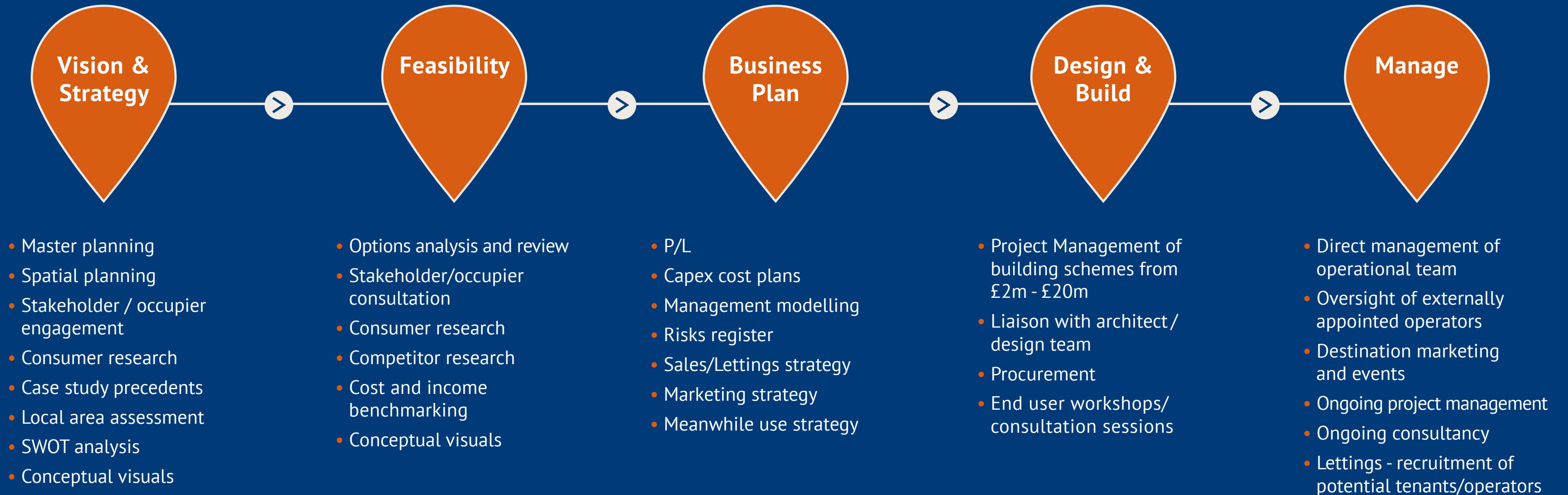
Completed business park competitor research and occupier focus groups to create new events programme and budget



Created an occupier events programme across London office portfolio



An integrated service throughout the development lifecycle



The Activate Team



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Esther Worboys

Placemaking Manager

Experienced in working with multiple stakeholders in managing town centre projects and nominated expert of High Streets Task Force.



Michele Attack

Destination Marketing Manager

Implements destination marketing campaigns for retail, leisure and commercial locations to drive footfall and local community engagement.



Jennifer Hazlehurst

Marketing & Events Coordinator

Oversees operational delivery of destination marketing services, including; creative design of campaigns, client reporting, planning & budgeting and internal communications.



Leonie Kirkham

Digital Marketing & Events Executive

Delivers digital content across a range of retail and commercial schemes, as well as liaising with centre management teams on the implementation of on-site enlivenment activity and events.



Meghan Bywater

Digital Marketing & Events Executive

Responsible for social media content, websites, email marketing and events within destination marketing service.





Part of the UK's largest specialist

independent property
management and
building consultancy



Property Management Expertise

4000+ properties inc.
90+ shopping centres
150 retail parks



Corporate Quality Standards

ISO 9001 / ISO 14001 /
ISO 22301 / ISO 27001 /
OHSAS 18001 / AAF 01/06



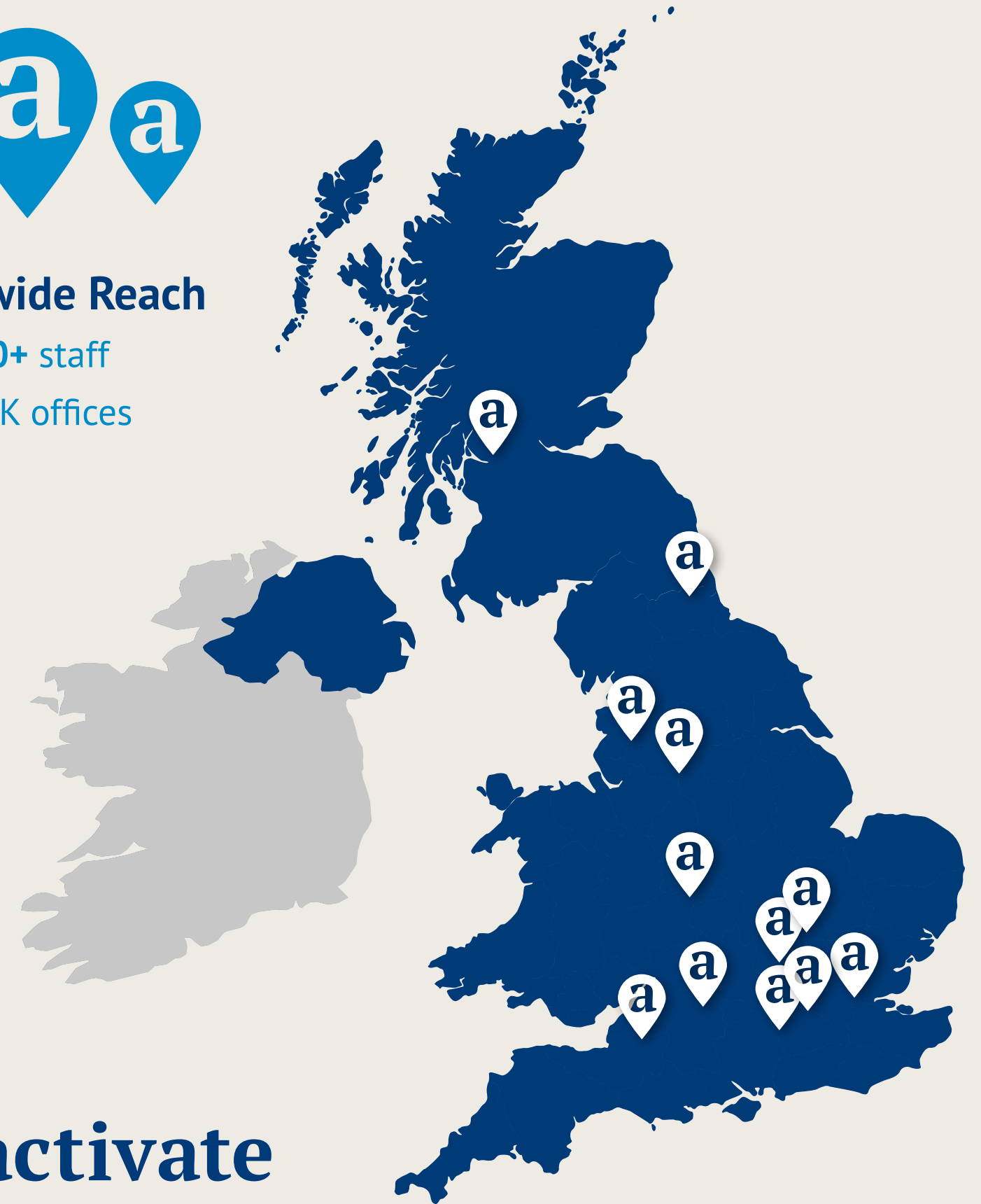
Technical Feasibility Team

40 project management
experts and in-house
technical drawing team



Nationwide Reach

700+ staff
12 UK offices



Let's talk...

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 @activateplaces

“A specialist team of placemaking experts that **regenerate, repurpose and enliven** retail, leisure and commercial locations.”

