



# activate

WORKMAN PLACEMAKING

Regenerate. Repurpose. Enliven  
[activateplaces.co.uk](http://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.



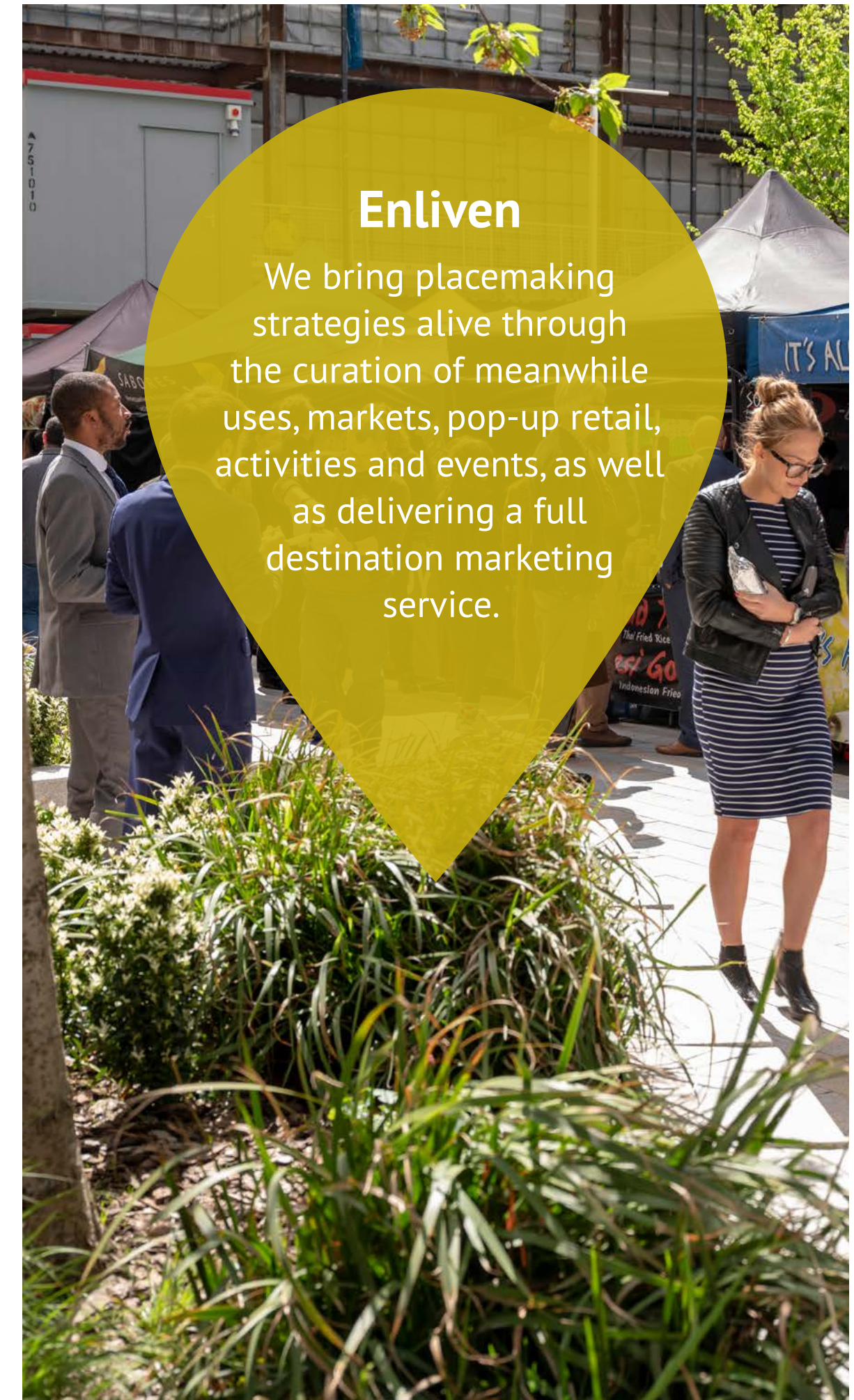
## Repurpose

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**.

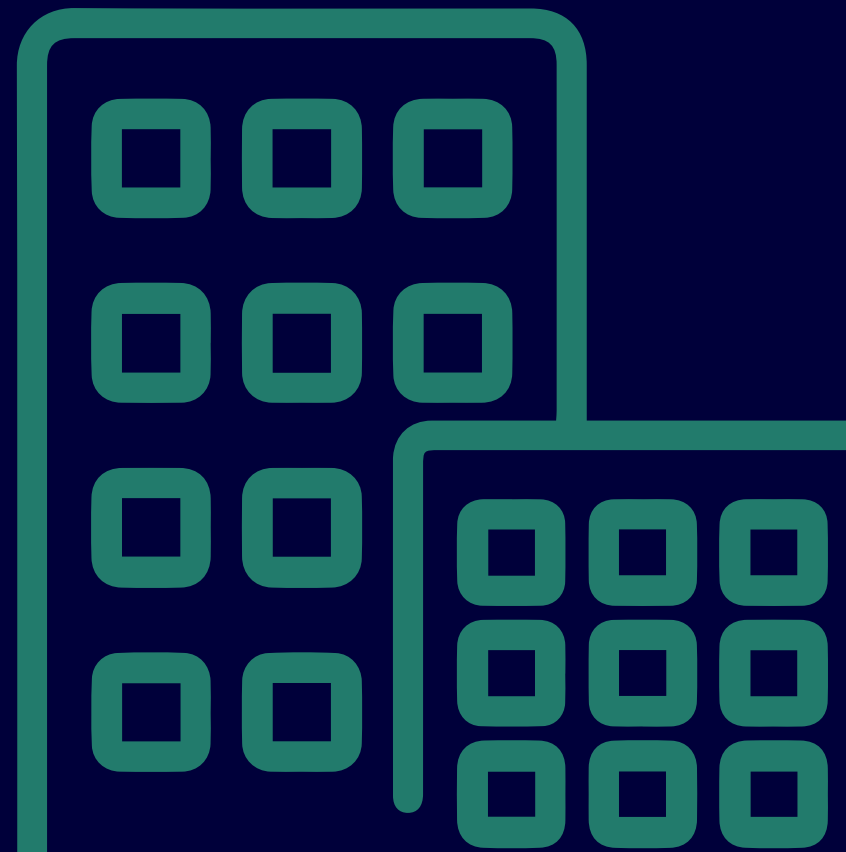




# Bringing **assets** alive

## 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



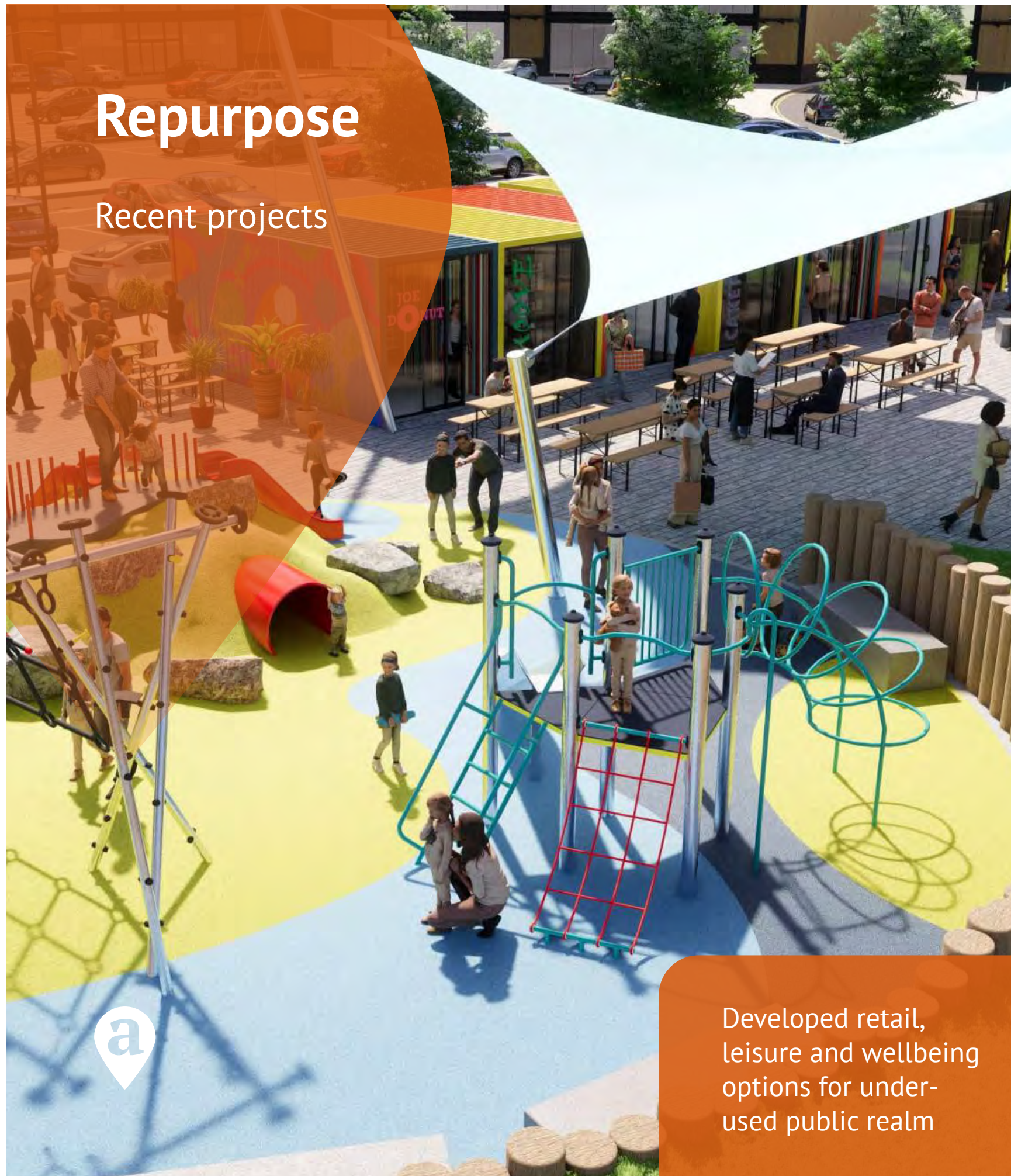
Advised local authority on  
market relocation as part of  
town centre strategy





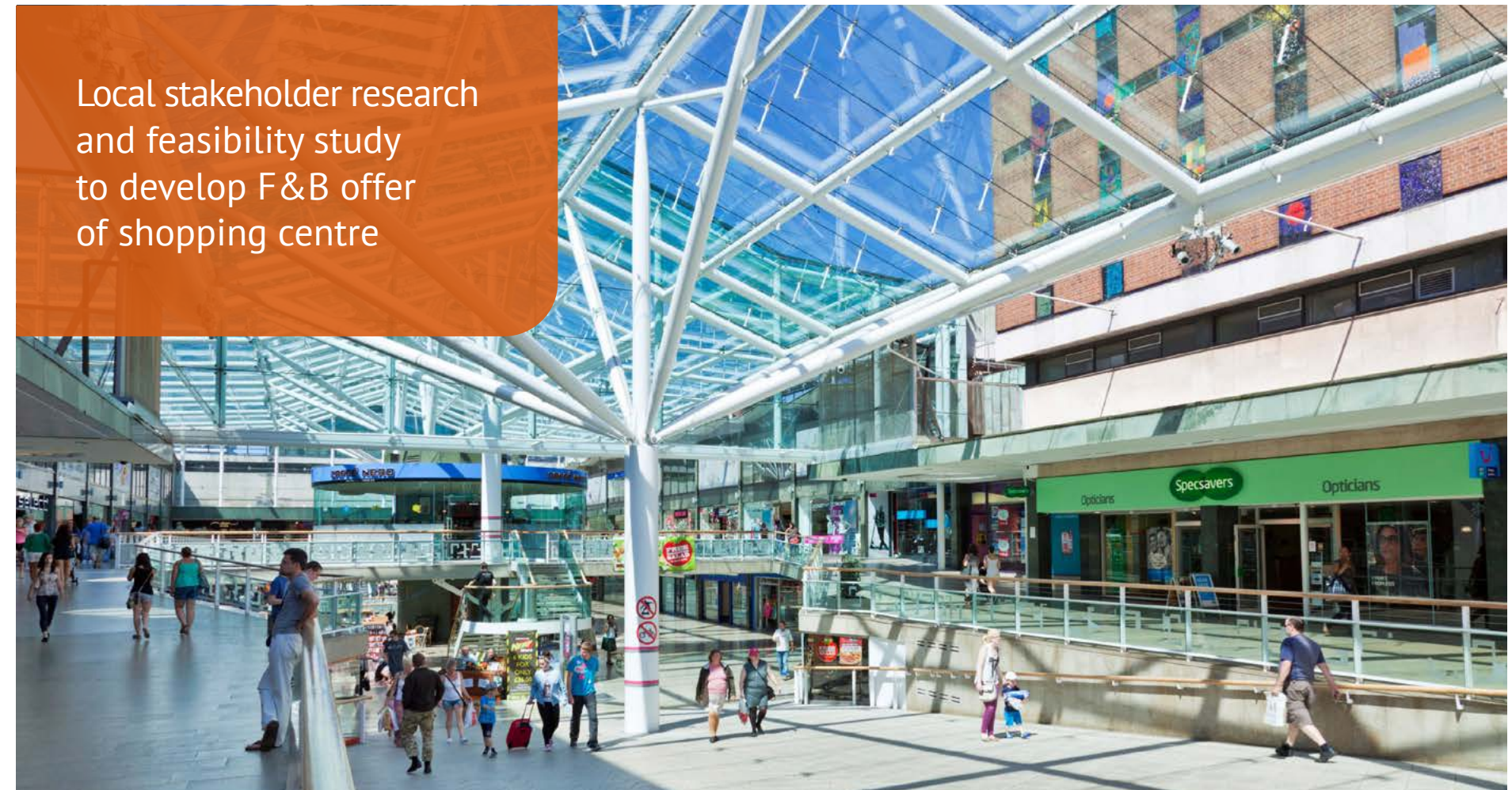
# Repurpose

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



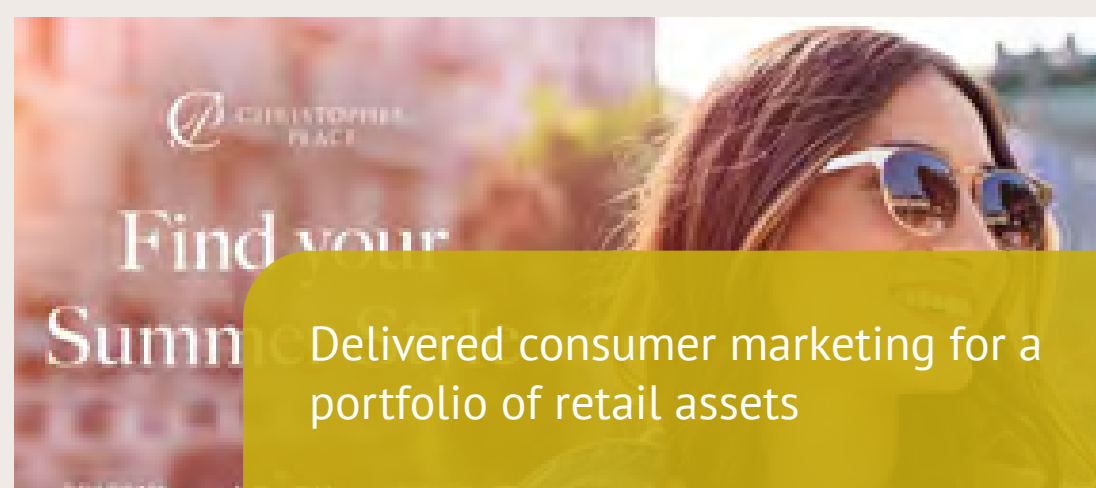
Created business plan for local developer for creation of new food hall





# Enliven

## Recent projects



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

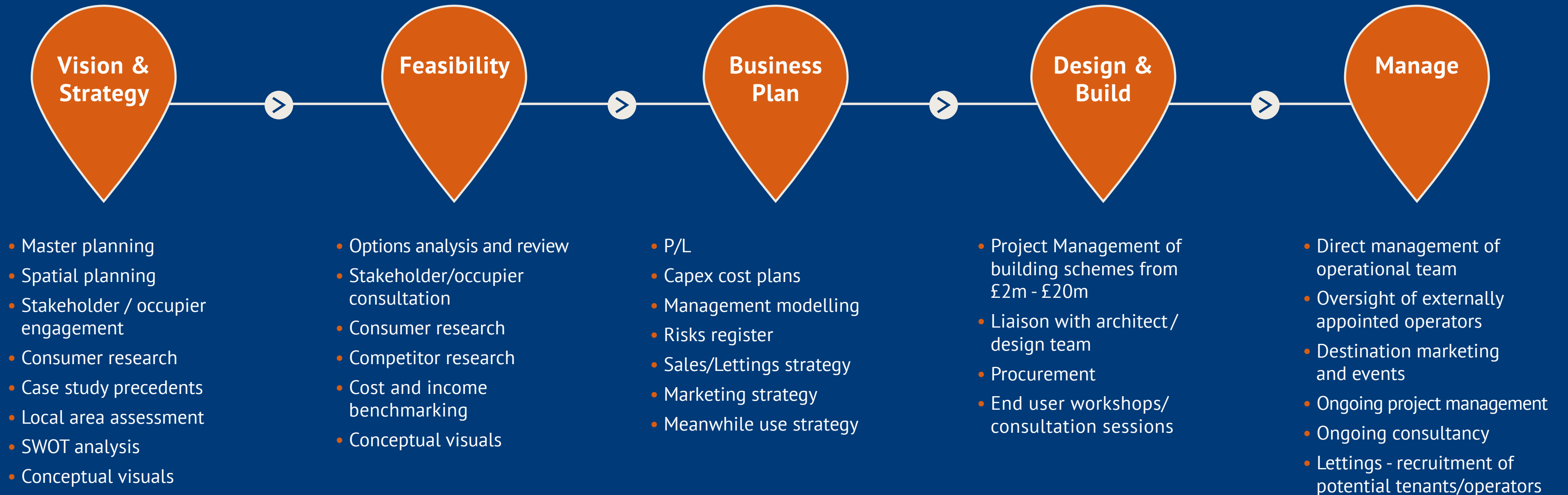


Created an occupier events programme across London office portfolio





# An integrated service throughout the development lifecycle





# The Activate Team



**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.



**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.







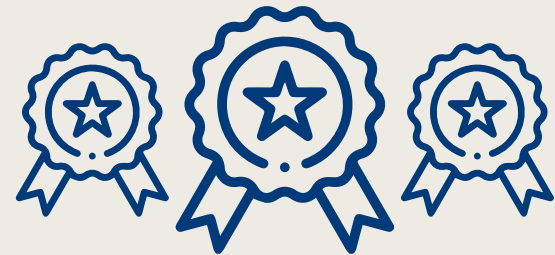
## Part of the UK's largest specialist

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 /  
ISO45001 / AAF 01/06



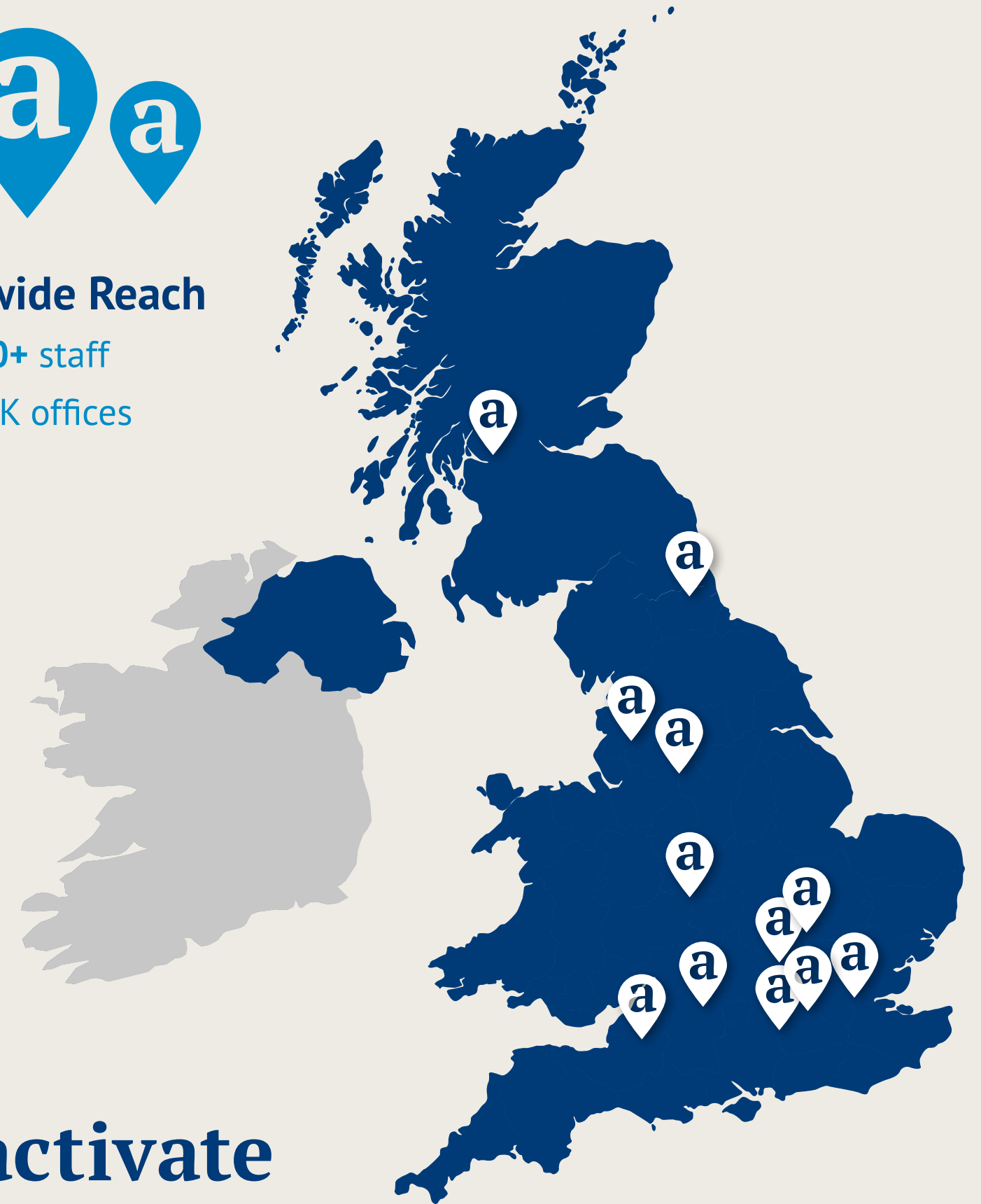
## Technical Feasibility Team

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.co.uk](https://activateplaces.co.uk)

 [@activateplaces](https://www.instagram.com/activateplaces)

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

