

A woman with long dark hair, wearing a white coat, is seen from behind, holding up a smartphone to take a photo of a large, colorful rainbow archway made of lights that spans across a city street. The street is lined with multi-story buildings, and other people can be seen in the background. The sky is overcast.

**LONDON**  
& PARTNERS

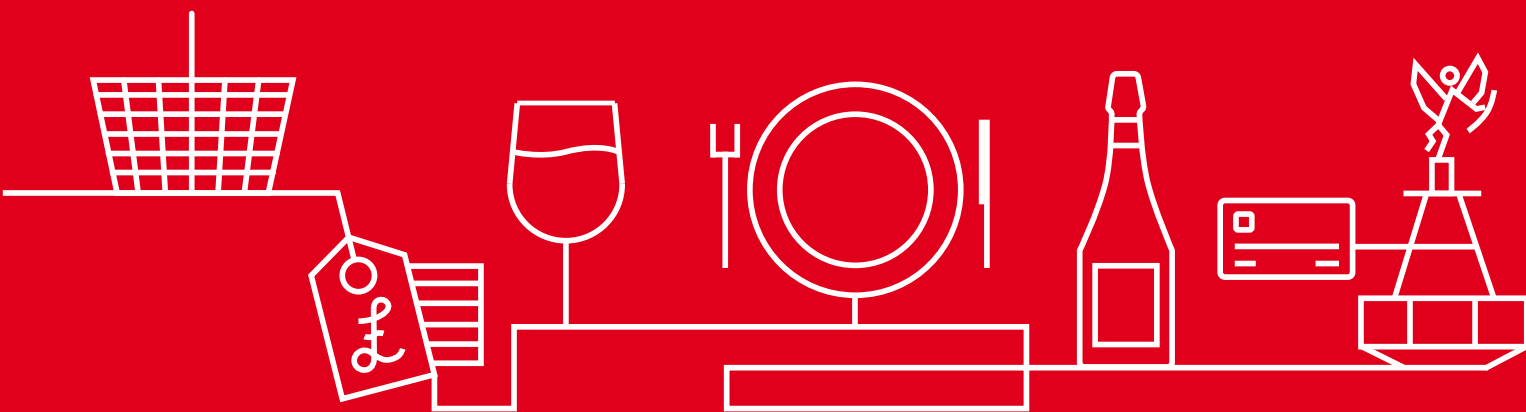
**WEST END**

**FUTURE**

**OCCUPIERS**

**PROGRAMME**

# Future Occupiers Programme: Year 2



## The changing market

2021 was a crucial year for West End recovery and, having spoken to each of our partners on the programme, we have learned that the high vacancy rates seen at the start of the first year across the district are much lower as we enter into Year 2 of the Future Occupiers Programme.

In January 2022, we presented our new strategy for the second year of the Future Occupiers Programme. This strategy was based on our learnings from the first year and conversations with programme stakeholders on their priorities.

We understood from our conversations that market conditions have changed, and with them priorities. We have learned about where we can best add value, in terms of the type of introductions our

stakeholders are seeking, the channels in which we can source tenants that are different to those of the West End agents, and what other services London & Partners can offer, such as international media reach.

Therefore, our main priorities for Year 2 are:

- More targeted business development, less volume lead generation that aligns to your specific curation strategies.
- Greater emphasis on telling the West End story internationally.

The Future Occupiers team has spent the majority of Q4 mobilising this new strategy, ready to hit the ground running in Q1 FY 2022/23.





## Business development

Our approach to Business Development has changed for Year 2, meaning our introductions to property owners will be much more targeted, meeting owners' space and curation criteria, and be sourced using channels outside of existing agent and owner networks.

This highly curated business development strategy has four broad strands:

- 1 Targeting the investment community and their portfolios, which include high-growth, digitally native consumer businesses.
- 2 Space as a Service (SpaaS) operators, a growing trend for retail.
- 3 Experiential content providers for whom a themed attraction presence in the West End would generate press, PR exposure and brand loyalty.
- 4 Market-specific strategy – continuing to target consumer brands from markets of interest, including Asia, North America and Europe, through our networks with the Department for International Trade and our city-to-city connections.



### Investment community

This line of activity will identify points of contact in the investment community with a view to sourcing introductions to the consumer brands in their portfolios which may be considering their first physical presence.

Initial conversations have been fruitful and have led to direct conversations with a number of international and domestic online-only brands where we are making the case for a bricks and mortar presence in the West End.

Here is a selection of investors we have engaged with to date:

14W

HEA  
RTC  
ORE

BERINGEA

Pembroke

BurdaPrincipal  
Investments

- 14W
- Pembroke VCT
- MMC Ventures
- Heartcore Capital
- Burda Principal Investment
- Imaginary Ventures
- Beringea

MMC

IMAG/NARY





### **Space as a Service**

Space as a Service providers have been identified as strategically important potential occupiers. We have commissioned OCO Global to deliver a report and target list for this sector.

### **Experiential content providers**

This business development stream focuses on bringing themed content attractions to the West End. It will be activated from Q2 of FY 22/23.

### **Market-specific strategy**

We continue to make targeted approaches to consumer brands which match the programme stakeholders' curation strategies and target markets: North America, Asia (Hong Kong, Japan and Korea) and Europe. We are able to do this through our global networks including London & Partners' global offices, Department for International Trade, city-to-city connections and our multiplier network.



# Telling the West End story internationally

London & Partners has a long history in promoting the city in international media and our strategy has evolved in Year 2 of the programme to put a greater emphasis on telling the West End story internationally. The aims of this part of the strategy are to share the positive message of the West End to international media: that not only is it a world-class destination, but also a destination worth investing in and to support a healthy, long-term pipeline for new, international occupiers coming into the West End.

To date, we have secured media in Les Echos, a leading French national newspaper for business and economics; Frankfurter Allgemeine, a daily newspaper distributed in the Frankfurt am Main region and the most widely distributed German newspaper internationally; and several trade publications including TheIndustry.fashion, Retail Times, FashionNetwork.com and more.

In March, we began an initial three-month partnership with PR agency Sinclair. Based in Hong Kong but with affiliates in Japan and Korea, it will be targeting media in these markets with the West End story for interviews, feature stories and opinion pieces.

We are working closely with the press teams at New West End Company and Heart of London Business Alliance to align, where relevant, on key media moments throughout the year. Our media plan involves pitching stories when Crossrail launches, at key openings such as Gymshark and Outernet London, and at London Fashion Week. We will also be pitching “always-on” stories to maintain a steady drumbeat of positive PR activity throughout the year.

There is great opportunity for Future Occupiers stakeholders and their tenants to be involved in this PR activity throughout the year, by taking part in interviews and being pitched as case studies.



# About London & Partners

London & Partners is the business growth and destination agency for London. Our mission is to create economic growth that is resilient, sustainable and inclusive. We do this by focusing on:

- **High-growth sectors** – supporting international and domestic businesses in high-growth sectors to scale through our investment, trade, growth and innovation programmes.
- **Visitor Economy** – attracting visitors and events and developing London as a world-class destination.
- **London Brand** – growing London’s global reputation to support economic growth.
- **Partnership and Ventures** – creating partnerships and profit-making ventures to reinvest into our economic growth activity.

## Our inward investment services – concierge service

London & Partners has expert experience supporting businesses with their expansion into London. We give businesses free, bespoke and confidential access to an incredible support network to assist their expansion, helping them set up quicker and more efficiently.

With the help of our network of partners, we can support with:

- Building a business case for London.
- Understanding the landscape and commercial opportunity in London, relevant to the company’s business and sector.
- Ensuring the company business strategy is efficient and scalable.
- Understanding any legal frameworks relating to their business goals.
- Finding the best location to suit their needs.
- Finding the talent needed locally to fuel the growth of their business.
- Connecting with London’s ecosystem and meeting like-minded entrepreneurs and policymakers.
- Accessing leading industry events and smaller networking opportunities.
- Amplifying their business and profile in the UK.
- Using London as a launchpad for global opportunities.

We invite all Future Occupiers stakeholders to refer to us any existing international occupiers who require support in setting up in London, to offer them our concierge services, free of charge and confidentially.



# Future Occupiers team



**Laura Citron, CEO**  
Programme Sponsor



**Neil Brigden**  
Programme Lead



**Ted Edwards**  
Consumer Experience  
& Investment Lead



**Hazel Foster**  
Marketing &  
Programme Lead



**Andrea Hoffmann**  
Consumer Experience  
Account Manager



**Lai Hung**  
Account Executive

# Our international offices





# Consortium of stakeholders and partners involved in the Future Occupiers Programme



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